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THE MEN'S WEAR REVIEW.

APRIL 1, 1911

PUBLISHED IN CONNECTION WITH THE DRY GOODS REVIEW

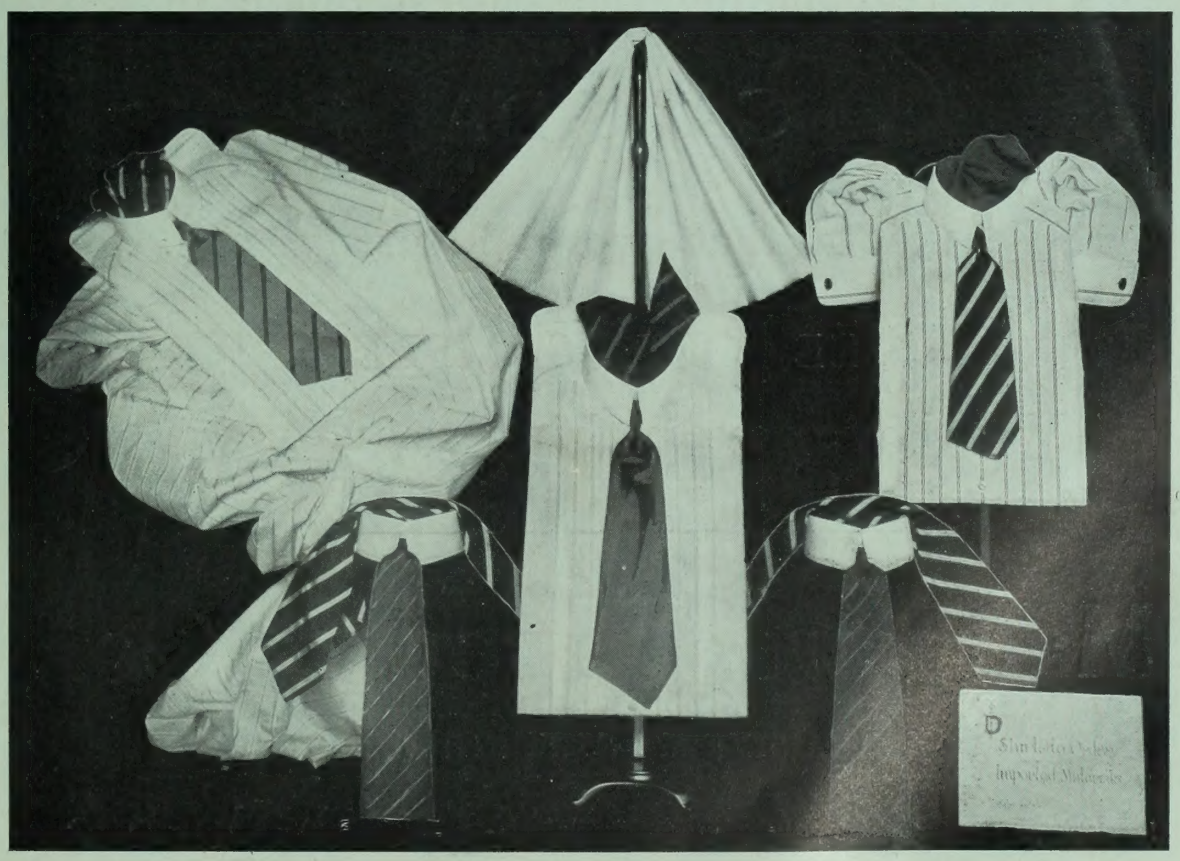
FEATURES OF THIS NUMBER

Authoritative News of Men's and Boys' Clothing for Fall.

Fall Suitings and Overcoatings—Notable Changes in Hat Styles—Bright Colors Coming in Men's Neckwear.

Black and White Effects in Show Cards—Opened Three Stores in Five Years.

Planning Fire Insurance—Overcoming the Help Problem.



An Artistic Display of Men's Neckwear and Shirtings
By Glen. S. Case, Dunfield & Co.
King St. W., Toronto

Are You Entirely Satisfied with Your

Men's Furnishing

SERVICE ?

If not, we would be glad to prove to you that our service does entirely satisfy

Our Customers

We are handling the largest range in

CANADA

We know that we can satisfy you.

SEE OUR SAMPLES

We have everything you need.

Matthews, Towers & Co.

EXCLUSIVE MEN'S FURNISHING

Montreal, - - Quebec

MEN'S CLOTHING AND FURNISHINGS

Clothing Styles for Fall

Manufacturers Adapting Radical Changes — Military, Naval and Scout Ideas in Boys' Wear — Demands for Better Grades.

CLOTHING designers recently returned from New York, have given The Review their interpretation of the new Fall styles for the Canadian trade. Manufacturers generally welcome these changes and are working to capacity on the Fall output.

In men's suits the lines to be shown are closer cut and shorter rather following, as indicated in previous forecasts, modified English lines. Designers find the style tending to closer fitting garments in regard to shoulders and sleeves. More natural shoulders are the rule.

For several reasons manufacturers in adapting Canadian demands have not in every case featured these changes are markedly as they would wish. There is some danger of being too extreme, but the trend is certainly in favor of smart, dressy lines.

As noted, coats are shorter than last year. The prevailing average length is 30½ inches. Style generally calls for the 2 or 3 button sack. All new coats show graceful lapels, the points of which are curved much more than last year and are bolder in outline. Pockets are of the usual number and made with flaps. Breast pockets are welted and not as slanting as heretofore.

Vests show higher than the lapels of the coat in some novelties introduced.

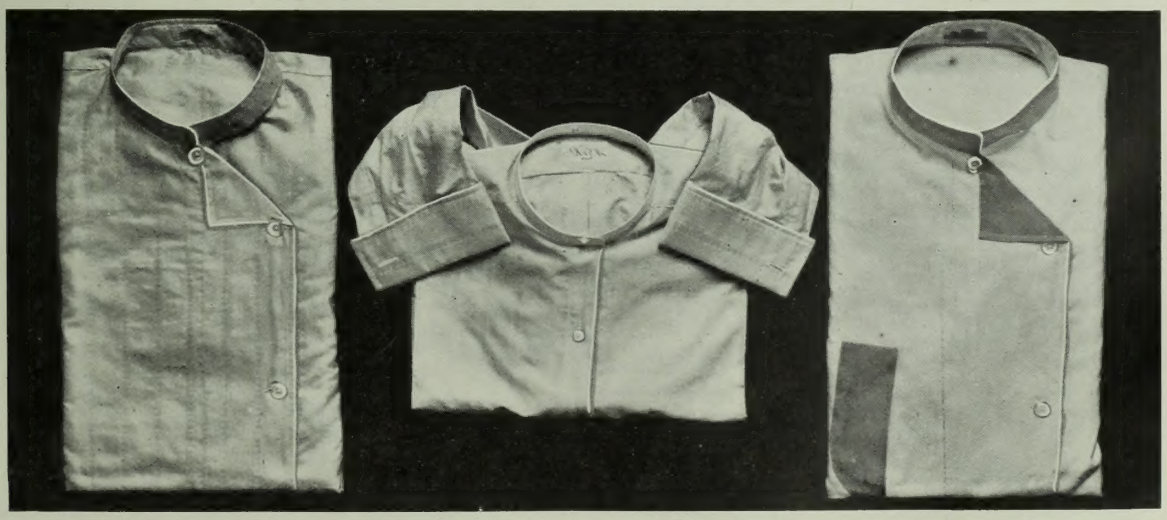
Trousers show closer lines and slightly closer hips. New styles show 16-16½ inch bottom to 20-20½ inch knee measurements.

Judging from the samples seen the manufacturers have chosen most suitable materials. The cloths featured in worsteds and tweeds introduce all the most looked for patterns. In suitings plain cloths, close diagonal tweeds and smooth finished worsted weaves in tweed effects are prominent. Color cards place browns and greys equally popular with browns to advance in demand as the season progresses. Coronation effects are well represented in the different sample books of cloths bought for the manufacturing trade. Merchants generally should find no trouble in selections. Cloths are shown in sufficient variety to overcome duplicating more than is necessary.

Overcoats Show Graceful Lines.

For Fall it is stated that overcoats will be slightly shorter. Prevailing lengths will be 45-46 inches for conservative wear and 50 inches for ulsters and storm coats. A most prominent feature of all garments will be the graceful draping lines. Coats, too, are generally fuller although last season many exceedingly boxy styles were shown.

Shapely coats for young men are being featured. The raglan shoulder is used on extreme box coats. Fronts are closed with 3 or 4 buttons in button-through and fly effects. Lapels are finished to match the sack. Velvet collars will be shown, as well as self collars on tweeds and storm coats, as before.



Novelties in the supplementary range of Williams, Greene & Rome, Ltd., Berlin, for delivery in May. From the left the first garment is fancy sylken pyjama, and the second a fancy sylken shirt, with lounge cuff. These garments come in tan, gray, blue and white. On the right is a white sylken pyjama, trimmed with blue sylken lapel and cuff

New convertible collars are shown and the deeper collars will follow this style. This is introduced as a means of adjusting more satisfactorily the storm or regular high collars. A good selling point is made both for the manufacturer and retailer.

Browns and greys are to be represented in the Fall samples generally. In dress or street coats dull tones in browns and greys are introduced. "Warmth without weight" is featured in the new cloths selected for ulsters and storm coats.

Better grades are used far more than in previous years. Manufacturers point out successively improved features in qualities, tailoring, linings, collars and innovations.

Naval, Military and Scout Ideas.

Boys' reefers are longer in boxy and full cut designs. These new models will replace to an extent the longer motor which has been featured for some years. These also show convertible collars. Military, scout and naval ideas are also introduced. Norfolks based on the fatigue idea are to be good and naval overcoats show epaulettes and "Niobe" emblems. Blouse, reefer and overcoats to match and conforming with the military, naval and scout demand give promise of good development in these fields. Tweeds in browns and greys are used and small designs are generally most popular. Plain cloths, serges, etc., are carried in the imperial ideas as well as new cloths added in introducing later models.

In children's suits, Norfolks still prevail following box pleat styles. For bigger boys, 10-16 years, double breasted coats and full cut bloomers with strap are to be popular as ever. New tints of browns and greys and small neat patterns are favored. One of the most marked demands for better grades is noticeable in these lines. A decided feeling for higher qualities is to be encouraged.

An endless variety of children's Russians, Busters and pull-over blouses are shown among the popular priced lines. Some new ideas and many designs in pleated fronts have been prepared.

In clothes for children's wear fine stripes and bright colors are used. General tones are far brighter and include cardinals, wines, blues, browns, grays and olive shades.

Manufacturers Suggest Better Grades.

Manufacturers have suggestions and criticisms, as well as retailers and are just as sincere about improving conditions. The failure of merchants generally to properly size up the demand of the youths of to-day for better grades of clothing is frequently commented on. It is stated in some quarters that the day of the boy's $5.00 suit is passing and that the demand is for goods more in keeping with those worn by older people. As it was tersely put, boys want suits "like father's."

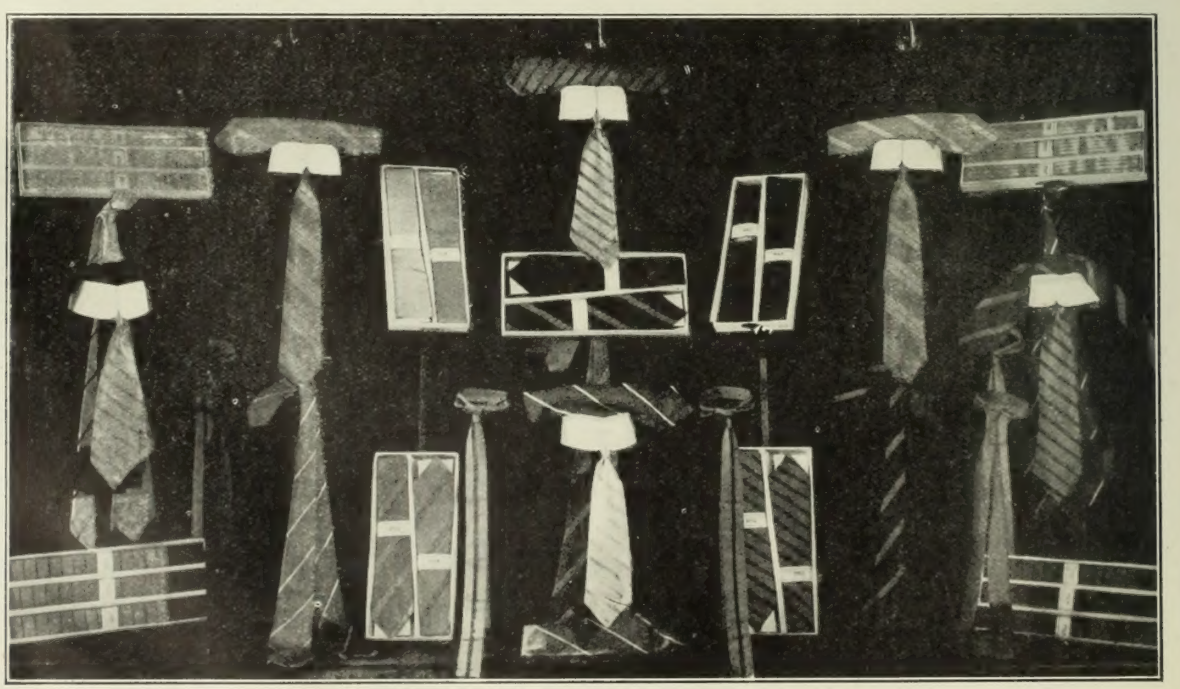
Merchants, so far seem to have neglected this demand to a greater extent than the manufacturer, who has been educated along these lines on account of purely local demands. Manufacturers are paying more attention to this matter this season in order to meet the large buyers, who have been going abroad. Cases are cited where customers visited United States departmental stores in order to secure better clothes for the boy. Such a step it is claimed is unnecessary and would become entirely so if merchants generally understood and developed the demand.

As manufacturers have made preparations to meet this demand merchants should specialize on better lines in the juvenile departments. Good clothes for the boy elevates the boy's self respect and if the lines shown by the merchant are better the demand is there to be developed.

Care taken in choosing smart natty designs on better grades should be noted in orders placed for fall on boys' clothes.

Another matter of interest to the manufacturer is the location of juvenile lines for boys up to 5 and 6 years of age. Merchants do not give that prominence to such goods which is usually given girls' wear for girls of the same ages.

In large departmental stores these respective lines are often given individual sections and sales kept



Simple, but striking, display of neckwear by Reg. Brown, Cressman's Toggery Shop, Peterborough

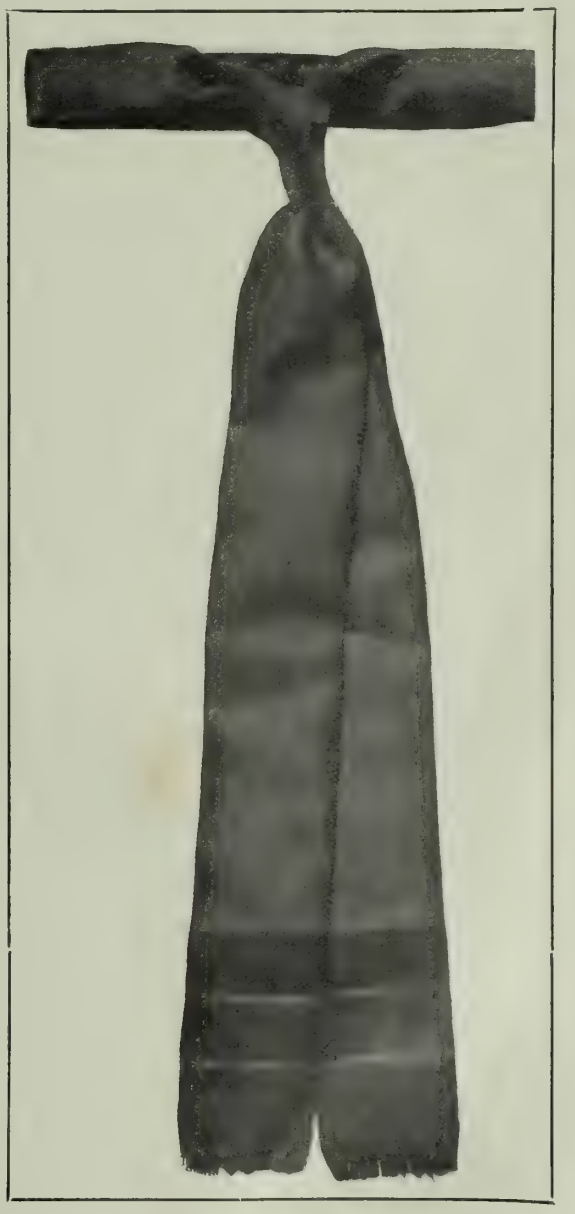
Two More Leaders!

These two articles are designed for summer wear and are made in styles that will surely please your trade.

A New Raised Cord Rep, having a plain centre and showing a satin stripe ombre for the border end. Twelve different combinations. . . $4.50 doz.

This derby is cut and made in one piece and is shown in twenty-two different color combinations.

1⅜" wide, made up . . $4.25 doz.
1¾" " " " . . $4.50 doz.



The Sword Neckwear Company, Limited

TORONTO

up by such prominence. It is claimed that juvenile lines for boys are not sufficiently displayed, being rather overshadowed by other lines, when shown along with men's wear.

Strong Outburst of Color

Men's Neckwear this Year Will See a Marked Departure From Quiet Tones.

The Review's prediction that the present year would be marked by some very striking color effects in men's neckwear is being borne out. The range cards shown by manuafcturers indicate that there is going to be a very exhilarating departure from the quiet, conservative colors of the past two season.

When it said that solid red and garnet will be worn it is hardly necessary to add that a number of startling combinations will also be introduced. At the present time these are just making their appearance; the full outburst will take place as the season advances.

Good business is now being done in border and bar end ties. Thus a plain rep of coronation blue will have a black border end centered by a bar pequin. In the same class are the raised rep grounds with four or five diagonal satin tripes forming an ombrey effect on each end, and another of the season's novelties is a raised rep with inch satin diagonal border on each end. These styles only serve to illustrate the popularity of the bar end ties and the many different ways in which that effect is being worked out. Popular colors are coronation blues, flax, mulberry, greys, toupes, silver, green, garnet and browns. Small bird's-eye weaves or mat effects alternating white and black, white and gold, red and garnet, white and brown, white and black, are shown for the near future, and in club jaspers the following combinations seem good: White and black, white and taupe, navy and Alice, black and reds and myrtle and reds. The same combinations are seen in the tally-ho clubs, only more extreme. There are royal blue and white, myrtle and garnet, tan and white, black and white, black and gold, rose and black, and wistaria and violet. Some of these combinations are absolutely new and represent a unique departure in men's neckwear.

One of the prominent reasons, however, is noted and it is evident that fashionable colors, as worn by women will enter largely into the decision and coming popularity of brighter colors in men's ties. There is a very fine range of greys shown and to these the name, "Queen Mary" has been given.

The London Daily Mirror gives the following report of an interview with a London outfitter:—

"Whatever color women decide shall be fashionable for their frocks becomes, automatically, the color for men's neckties. Because most women will wear blue this season most men will wear blue ties. Cectainly many engaged men will copy their ladies' dress color schemes. If a man makes a point of matching his tie to his fiance's frock, it is probable that everything is going on as happily as the proverbial - and prospective—marriage bell.

"But color sympathy in ties does not apply to lovers only. Many men generally follow the prevailing feminine tint by matching their neckwear to it. Last year blue was very popular, and this season various shades of royal blue will be the color most worn. Royal blue, in fact, is to be the coronation year color.

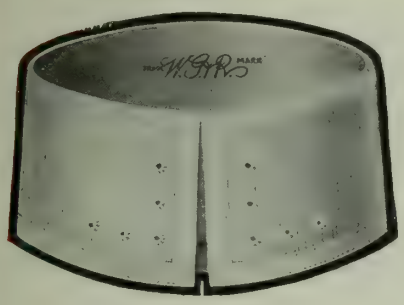
"It is by no means uncommon for a young man to bring his wife or fiance with him when buying ties. Ostensibly she comes to help him choose—and the result nearly always is that the ties he buys are of the same color as the dress she is wearing. The man surreptitiously matches what is shown him with what the girl has on, and, of course, she approves of his choice. And it is not only in ties that men follow women's colors. The smartly dressed man likes his socks to match his tie."

New home of the Imperial Clothing Manufacturing Co., Toronto, makers of men's and boys' wear. This structure, which is of buff brick, stands at the corner of Duncan and Richmond Streets, in the heart of Toronto's new factory district.

No. 219.—Repp, 1⅝ inches.
$2.00 per dozen.
Same shape in repp, 2 ins., is No. 222.

Catch the Ladies' Fancy With These Collars

With these strictly modish Ladies' Collars you can do a rushing business. Our natty styles will delight the ladies, and they'll sell as soon as seen.



No. 231.—Repp, five eyelets.
$2.10 per dozen.
Same shape in pique is No. 213.

Every popular shape and height in the latest Parisian styles—both in pique and repp.

The illustrations give you but a faint idea of the dainty workmanship.

You must see this line to realize how W. G. & R.-like is the style and finish of these new goods. Don't forget to ask our traveller about these the first time he comes around.

No. 200.—pique, three patterns.
$2.00 per dozen.
Same shape in repp is No. 221.
Same shape in repp, 1¾ in., is No. 223.

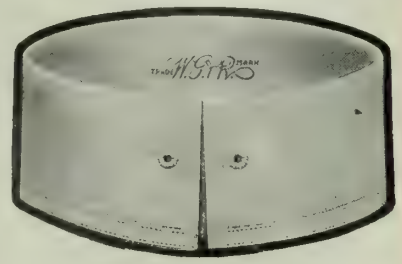
No. 229.—Pique, three patterns.
$2.00 per dozen.
Same shape in repp is No. 228.

No. 232.—Pique, three patterns.
$2.00 per dozen.

Or, better still—order now for the Easter trade

TRADE W.G.R. MARK

BERLIN
Factories:
BERLIN
and
HANOVER



No 230.—Repp, one eyelet.
$2.10 per dozen.
Same shape in pique is No. 212
Same shape in repp, 1¾ in., is No. 238.

Notable Changes in Hat Styles Announced

More Distinctively English Blacks are Now Being Shown Following Similar Trend in Men's Clothing — Modifications for the Canadian Trade — Telescope Shapes in Strong Position — Small, Dressy Shapes in Panamas Look Good

THE marked favor shown for more distinctively English styles in men's clothing is also seen in the hat department. Some marked changes in stiff shapes are shown in the late summer styles, and these, it is pointed out, will be still more strongly featured for Fall. They embody certain modifications of English shapes, crown and brim proportions being made to suit that preference for the happy medium demanded by Canadian trade. Brims measure generally from 2⅛ to 2⅞ inches and are more flat set than has been the case for the past two seasons. In short the American brim seems to have been very successfully applied to a more English style of crown.

The New Telescope.

In soft hats, the new telescopes have came into very prominent position. While these hats have the orthodox telescope crown, the pencil edge is the great feature. A telescope hat with two inch pencil brim and 2¾ inch crown makes a very neat, dressy

Newest American block for Fall Shown by Charles C. Punchard & Co., Toronto.

head piece, and it is predicted that this hat will also be a feature in Fall business. Steel greys, pearls, black and a new shade of brown called cedarine have been largely taken in these telescopes.

Velours and Scratch-ups.

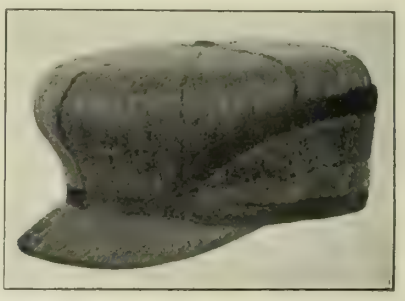
Some business was done last season in velours hats. They were for a time considered a fad, but quite a number sold for gift purposes about the holiday season. Now there has appeared on the market a genuine velours that is somewhat higher priced than those formerly shown, but which nevertheless promise to benefit by the educative work done by the preceding line.

In scratch-up troopers and fedoras the past season has seen an excellent trade and this promises to continue. Soft hats of all kinds are very well thought of by the trade to-day, and it appears that the man who bought liberally for early Spring season would have no reason to regret it.

Golf and Auto Caps.

Manufacturers state that the business outlook for Fall on golf and auto caps is particularly promising. Samples are shown in a wide range of novelties and practical features. Buyers will have a broad selection of cloths, colors and styles placed before them. Best selling lines will be overcoating effects in the different grades, fancy frieze and mohairs, heavy tweeds and diagonals will be strong sellers. Both patented and fur lined bands are sure to take well for Fall.

High-grade golf caps are also shown in several early Fall styles. Fine tweeds in greys, browns and similar effects are slated as the best colors. Worsteds in many good designs are being placed for early Fall



Black and gray rough mohair cap, made with raw edge and patented elastic band. Manufactured by Charles C Punchard & Co., Toronto

wear and promise unusual sales. These better lines are made with fine silk lining and sweat band all round. Manufacturers are quoting these novelties from $7.50 dozen up.

Auto caps are in strong demand and many novelties are seen in the different ranges. Manufacturers report good business on finer qualities in leather and leather in conjunction with cravenettes. Some few are also seen in similar tweeds, as shown in the plain golf caps.

Give Caps a Chance.

Caps are staple and not subject to frequent change, but here it is also noted that modified English styles are also good. There is not the tendency to extremes in crowns and peaks. The revival of tweeds in clothing accounts for their appearance in considerable strength in caps, and the merchant who is alive to the importance of these goods should have no trouble in making well out of them.

Jobbers as well as manufacturers appear to be agreed that there are still many merchants who do not give their caps half a chance. They store the best of them in some obscure drawer, do not go in for effective display and seem to ignore the selling value of modern methods as applied to caps.

"There are men's furnishers who might benefit by a visit to New York stores," said a manufacturer. "Not long ago, I had occasion to visit one of these places and their method of handling caps was enlightening. They carry samples of their different patterns in a glass case immediately above a series of drawers. In those drawers are the caps which correspond with the styles in the cases above. A man entering the store for a cap simply had to look over the case, decide upon the style of cap he wanted and make a selection from the proper drawer underneath. This was an outfit that called for little attention from the salesmen. When a man enters a store for a cap he should be able to get something to suit him and the easier it is the better for the store.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

A WELL-KNOWN KNITTING COMPANY in the States, making a very desirable line of Trade Marked medium and light weight Balbriggan Shirts, Drawers and Union Suits for men and boys, nationally advertised, desires representation in the different parts of Canada. Responsible, energetic salesmen, selling direct to the retail trade, with established trade for American goods. Give experience and references. Address Box 11, DRY GOODS REVIEW.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

SITUATIONS VACANT.

WANTED—By a progressive Western department store a man to take charge of advertising and window dressing. Must be original and know business thoroughly. A permanent position. Send samples of advertising and photos of windows. State experience and references and salary expected. Box 9, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing. 1,200 to 5,000 sheets an hour, gets new business with form letters or printed advertising, saves 25% to 75% of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

RETAIL MERCHANTS AND OTHERS with a limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well-known makes, taken as part payment on the Monarch, and at the prices we offer them they are remarkable bargains. The Monarch Typewriter Company, Limited, 46 Adelaide Street West, Toronto, Ont.

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

The progressive merchant will always regard caps as good property.

Should be Good Straw Season.

Telescope shapes with snap brims will also be good in straws this summer. In the soft, pliable straws and in panamas, this is a style which has been received with favor in the present buying. The $5 panama will be frequently called for and the small, dressy shapes are responsible for that happy trend. In the ordinary sailor shapes there has been little change. In some the crown will be lower and in others a little higher and the same may be said as to breadth of brim. For sennit straws good business is predicted.

It is to be a season of color so far as hat bands are concerned. The coming coronation explains a more extensive use of blue, and the British coat-of-arms in gold has also been applied to hat bands though for the most part, very daintily.

Coronation Windows.

In London, window trimmers have already begun to feature coronation goods. Window tickets with portraits of the King and Queen appeared long ago, and now those articles which bear appropriate color, imprint or embroidered design are being displayed. In this direction the Canadian trimmer should also give expression to his art during the next few months.

An extreme authority on Fall styles for young men calls for "closer lines." Coats will be much narrower across the shoulders, shaped at the waist and shorter lapels will show soft roll and "kink" slightly rounded. Vests will be high. Trousers closer throughout finished with cuff. Figure lines will be "natural" and display personality.

Dainty Effects in Jewelry.

Pearl and plain gold will be the correct thing in men's jewelry for the coming season. There is a decided favor for very neat links, pins and studs, and the watch fob will now share its popularity with the medium-weight chain. In tie pins, very elaborate effects will be avoided. It is noted that stones which match as far as possible the fashionable colors, such as mulberry, blue, apple green and cardinal are very good set in dull gold.

A Handy and Husky Bunch.

The hockey team of the W. R. Brock Company, Limited, Toronto, proved to be a handy and husky bunch at the game.

In the season's contest they worked hard to make their position strong in the Toronto Mercantile League. They took second position in their section, and this fact is all the more noteworthy considering that this was the first season the boys played together and the various difficulties that had to be contended with in getting out the team and working up the players to a sufficient standard of speed, grit, and endurance. They are well satisfied with the result. The team was much lighter in build than most of the contesting teams, but made up for this deficiency in speedy play and good judgment.

The team has received the patronage of the firm, two of the directors being officers, W. R. Smallpiece and J. S. Anderson. The management was most successfully handled by Frank Hamilton, who gave the boys his able assistance, and made things pleasant for both his own team and those of the league. Dick Crawford certainly deserves great credit for his exertions in bringing the members up to so high a standard of efficiency.

THE W. R. BROCK CO. (LIMITED) HOCKEY TEAM — 1910-11.

From left to right Standing — D. McLaren, R.W. J. Lajoie, Centre W. Scott, Rover; G. Bell, Point S. Blair, L.W.; R. S. Crawford, Committee. Seated — J. S. Anderson, Vice-president; F. L. Barry, Mascot; F. Hamilton, Manager; W. R. Smallpiece, President; D. Smith, Goal; H. Flood Cover.

A Favorite in Success Collars

This new, popular-shape—the Leinster—is a neat, dressy collar, which can be worn on nearly all occasions, and the wearer will be comfortable.

The Leinster has all the good features of the Success line, careful cutting, exact sizes—and the eyelet buttonholes which button easy and hold the collar firmly in shape.

Order Leinster from your Wholesaler—this will prove what good sellers Success are. Ask your wholesaler to send you a book of Success shapes.

You cannot get better than Success to retail at 2 for 25c. Then why stock any not as good ?

The Canadian Converters' Co. Limited.
Montreal

Comparison of White and Colored Cards

White Show Card with Black Letter Best for Direct Selling—Colored Cards Have Not the Same Stopping Power—Sharp, Quick and To-the-Point Language is Always Essential in Cards which Aid Salesmanship.

By J C Edwards, with A. W. Cressman. Peterboro.

DRESS two windows; dress them alike, put the self same goods in each and in one place a white card lettered in black, in the other put a dark-colored card lettered in white. This is one good way to prove the selling power of each card.

Of course there might be other things to take into consideration beside the dressing of the window. The location of each would have something to do with the result. Suppose the traffic was greater going north and the public would have a tendency to see the north window first; naturally this one would have the advantage; yet if the two windows were left long enough the south window would be the most conspicuous when the flow of humanity came back. However, this would be as fair a test as any, and when an article was asked for "the same as the one in the window," naturally the customer would point it out to you in the window in which it was seen.

White and Black Best Sellers.

The general idea to-day is that the white with black show-card is the best sale card made; the colored, while it may be lettered the same is not so attractive.

There is one way in which you can get a fair idea as to the attractiveness of the card. Stand the two cards up and glance around quickly, first at one then the other and you will quite readily see the difference. The white is harsh and jars on the optic nerve in such a way that you are made to stop long enough to read what it says. The colored card, say a brown, rests the eye and does not call you to a halt so readily.

In speaking of colored cards, we do not take into consideration the highly colored railway board, such as yellow, red, blue, etc. We apply the term to the more refined shades, as dark and light-greys, brown, blacks, etc., because these are commonly used in the better stores for men.

The mere fact of the white card arresting the eye of the hurrying pedestrian is a big point in its favor, for the card has done its duty the moment it stops the man and he reads the inscription written thereon—the goods themselves must do the rest.

In endeavoring to prove our point we have prepared three pairs of cards, each pair bearing the same inscription, written the same and neither one colored up in the least and practically no decorations. The camera, of course, will show the brown cards up as black or nearly so and they will have even more advantage in the reproduction than in the original. Even with this advantage you will easily see what we have said is true.

Our own experience has been that no card except the white with the black letter is of much use as a selling card, more so where the price is brought out as a very prominent feature and even when some other quality or qualities are the attraction. It is hard to get away from this fact, for fact it is. It has been proved beyond a shadow of a doubt.

Of the dark cards which we have used from time to time for display purposes the black card undoubtedly is the best to stop the people or to make them look, but when something a little more classy is required to accompany goods of this order, the brown or tan card takes the first place.

You will notice in the set of cards prepared to bring out our point that the simple decoration and the lettering have been executed in each pair of cards to correspond as near as possible with each other. The size of the card is somewhat larger than is the custom for classy men's wear but as they are supposed to be sale cards with price very much the feature we believe the card can stand to be somewhat larger. The set reading "Don't Let This Pass"

The stopping power of white lettering on colored cards and black letters on white cards may best be compared by placing one or more of each in opposite windows. It is generally conceded that black on white will attract directly where white on color will not.

Hymos

¶ Hymos makes its debut to the tailoring world.

¶ It is a newcomer, but will shortly be familiar as a household word. This new invention is a veritable inspiration. To use a conventional phrase—it is wonderful.

¶ Specially suitable for men's suitings for tropical countries, for women's costumes, light raincoats, gabardines, etc. It will not break or crease, and garments made up with this specialty are feather-weight, they do not require any lining.

¶ Hymos cloths are yarn dyed, thoroughly London shrunk, and the colors are absolutely fast.

¶ Hymos cloths are stocked in 54 in. and 56 in. widths, but others can be made to suit clients' requirements.

¶ It is significant that although we have only just put this cloth on the market, we have already secured sample orders from every quarter of the globe.

Obtainable from all High Class Wholesale Houses.

SOLE MANUFACTURER

JAMES HYMANS,

(Wholesale Only)

8 and 10 Crescent, Minories, LONDON, England

Telephone—13373 Central

Telegrams—"Savageite, London

SAMPLES ON REQUEST

is the only one without the "pen reader." These were written with a No. 8 flat brush. The lettering is all brush stroke with the exception of the price which is a favorite single and double brush stroke figure.

The next set "Young Men's Suits" brings out most prominently the main words and price. The heading is the brush stroke block and the price is double and single brush; while the reader is lettered with a No. 2½ pen. The reader being rather eccentric in wording is made more attractive to the person who likes something out of the ordinary. The border and scrolls were executed with the same No. 2½ pen.

Effective Language.

There are lines, in the advertising of a store, where the less you say, the more effective the advertising, either in the newspaper or on the show card —the busy woman, the hustling man, the lazy boy on a hot summer day or a blustry winter night, will not take time to stand and read a lengthy sermon on the merits of an article displayed in a show window. Sharp, quick, right to the point language without any frills, a lone price or a single word will attract and be read and perhaps stop, and sell more quickly than a long array of description.

Mr. Busy Man is in a hurry to get off the street; he passes a window of suits, a big white card arrests his attention. It says "There's the label inside the pocket." He stops, looks and reads the name of a famous brand of clothing on a label, conveniently, yet carelessly turned out. He notes the price, goes to his office, thinks it over, buys. White cards are to the fore again. Brown card would have let him pass in all probability.

The glaring black letters on the white card undoubtedly is more noticeable than the white on a brown or even a black, or any other dark color, while either black or white on the mid-shades are not in the same class for real selling value.

Where the price is a prominent-selling point, it should be well written, fairly large and easily read from a distance. We prefer the heavy single and double brush stroke prices such as used in the accompanying sets of cards.

Much Color is Worked In

Change in Suitings will be Welcomed by Dressy People—Fancy Worsted will Imitate Tweeds in effect—Great Variety in Fancy Overcoatings.

The outstanding feature of the suitings shown for the coming Fall is the amount of color being worked in. The effects obtained through the introduction of the many bright colors is wonderful, and will be greatly welcomed by dressy people who, for some considerable time have been held down to quieter styles.

Bannockburn tweeds are shown in a great variety of both plain and fancy patterns and bid fair to have a very large sale as they have been gaining rapidly in favor during the past couple of seasons.

While there is and has been considerable talk about tweeds, the sales have not been up to expectations this Spring, but the writer will probably see a great many more tweeds sold, as tweed is certainly a much more suitable cloth for Winter than Summer.

Fancy worsteds will, of course, be the chief component of Winter showing, and in many cases will imitate tweeds in effect. A great variety of fancy worsteds are on the market as *Coronation* colors. Red is the correct color, but colors such as purple, green, and blue are shown by many makers as Coronation colors. By these colors we mean those used for the stripes, checks and pronounced mixtures on the groundwork of both tweed and worsted. Brown is the leading color in both tweeds and worsteds with a very marked tendency to go strong on greys.

Overcoatings.

Never has there been shown such a variety of fancy overcoatings. The popularity of the Varsity coat buttoned up to the neck has drawn the makers into bringing out an endless range of cloths and colorings suitable for these garments.

Duffle friezes are seen and are certainly in the lead, being soft, warm and not heavy. They are seen in greys and fancy mixture colorings of a brownish and greenish cast. Heavy Scotch tweeds with fancy plaid backs are amongst the most favored fabrics.

Black and grey meltons will, as usual, be bought by every merchant tailor in the trade as they always and under all circumstances form a large portion of the business.

Prices in all departments are very firm. The situation is largely in the hands of spinners who are now very busy. Advances are not alone due to higher wool prices but also to increased cost in everything entering into manufacture. A fair estimate of the increase in fabric prices during the past two years is 10 to 20 per cent., and wholesalers point out that this is by no means fully represented in prices to the retailer.

Plan to Overcome Scarcity of Help.

The general merchant and the merchant tailor all over the country has had, time and again, to face the everlasting trouble of getting competent help to make up his goods, during the busy season and in many cases have been forced to handle ready-made garments when made-to-order goods were wanted. With the object of overcoming this problem, a practical plan has been adopted by a tailoring establishment in Toronto. This house will cut, make and trim for merchants all over the country. They do not come in competition with the tailor but simply make up for the better class trade and are to-day in the same position to the merchant tailor as the wholesale woolen houses are. They say, "Make what you can yourself and send us the balance or send it all." They can always get an abundance of skilled labor, as the average coat-maker has little inclination to leave the big centre where he has so many chances of employment that he cannot expect to get in the smaller towns. This concern, it is said, has kept merchants in business who would otherwise have had to give up for lack of help.

It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

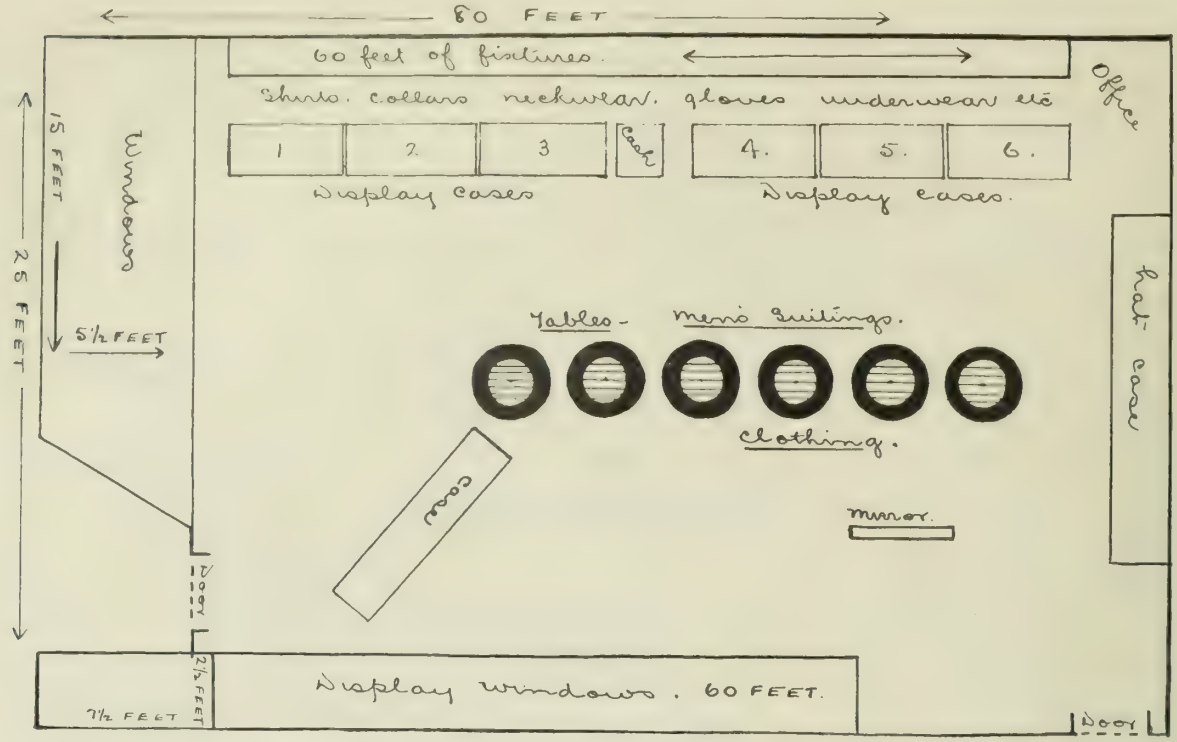
If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

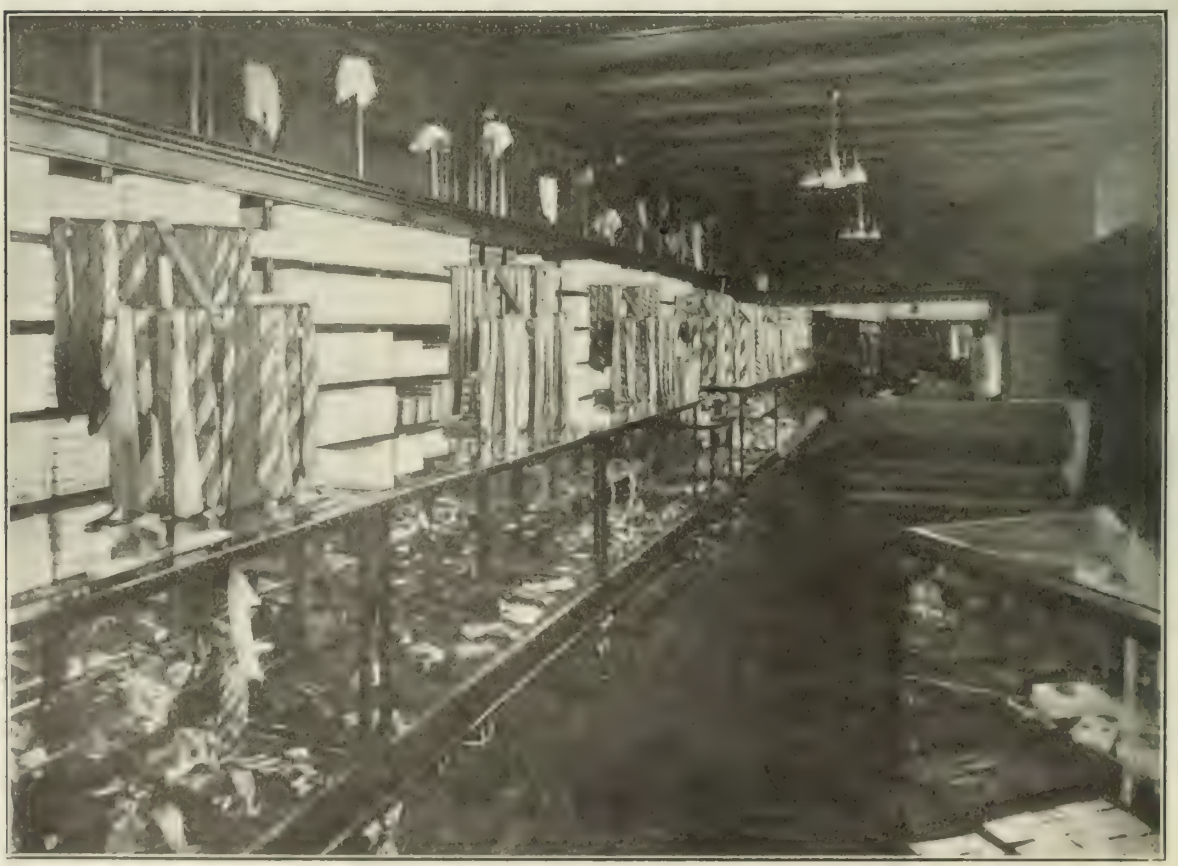
THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

INTERIOR VIEW AND PLAN OF THE NEW DEDMAN STORE.



Interior arrangement, new men's wear store, Milton J. Dedman, Toronto. This store is on a prominent corner It has 80 feet of window space, and in front of these 11 hign power gas lamps make a brilliant night display



Interior view Milton J. Dedman's newl men's wear store, Toronto, the third of its kind opened by him in five years. The store is finished in solid oak. Note the fine display of equipment

CASH'S

(English Manufacture)

Real Poplin Tubular Neckwear

(Pure Silk and Wool)

made in narrow four-in-hands, also 1½ inch loom shaped four-in-hands. Shown in 66 solid shades and large variety of fancy patterns.

CASH'S

(English Manufacture)

Fine Cotton Tubular Neckwear

Sample cards show over 500 colors and patterns.
Prices range from **90c. per doz. up,** laid down Montreal.

J. & J. CASH, LIMITED

100 Chestnut St., South Norwalk, Conn., U.S.A.

Montreal Office, Room 42, 301 St. James Street

Send for Sample Cards and Information to our Montreal Office, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

British Columbia Agent, H. A. J. Chapman, Box 448, Victoria, B.C.

THERE'S NOTHING BETTER THAN

"Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

WET or FINE
RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

REG.D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Planning Fire Insurance for Retail Stores

Practical Suggestions as to Risk, Premiums and Adjustment of Losses — Haphazard Methods Merchants Adopt in Regard to This Important Matter — Points to be Kept in View in Placing Insurance—Assigning Insured Property

By HOWARD R. WELLINGTON

AS a general rule, the average store-keeper or general merchant, especially in the smaller places, gives very little attention to the placing of his fire insurance.

For instance, how many merchants ever read the statutory conditions of the policies on their goods or premises. As a rule, when the policy is delivered by the agent, it is carefully stowed away in some drawer or possibly in the safe, not even opened up for examination, and probably remaining there until the agent comes around in another twelve months with the renewal receipt for another year. In the meantime some important change in the physical hazard of the risk may have occurred, such as a motor being installed for some purpose or possibly gasoline may be handled and kept in the insured building.

Conditions of the Policy.

The conditions of the policy plainly state that any changes material to the risk must be reported to the company, otherwise the company cannot be held responsible in case of loss by fire under such conditions.

This matter may be reported by the merchant to the agent in due course, and he (the merchant) may receive the answer that it will be alright in any case or that it really does not make any difference.

Reporting Changes.

The so-called agent neglects reporting the change to the company, for such a case frequently happens, and a fire occurs. The merchant has considerable difficulty in adjusting his insurance, in fact, he is obliged to go to court in an action against the insurance companies to recover his loss.

In Case of Fire.

The merchant will surely lose his case and though he is the only one to blame, he will at once turn against the insurance companies for not adjusting the loss to his entire satisfaction. A contract for insurance should be considered by a merchant as important as any other contract and the clauses outlined in the policy are designed not to defraud the merchant insured, but rather to protect the company. Matters concerning risks have been weighed carefully by the companies and they have decided as far as they can go in the interests of the assured.

If the merchant were purchasing a property, every detail of the deed would be gone into carefully, but the average merchant never takes the trouble to read his policy so that he will know whether he is observing the conditions imposed thereby or not.

The Two-Thirds Clause.

The policies of some companies are subject to the two-thirds clause, which means that in case of fire the company will only pay two-thirds the amount named in the policy. Possibly the merchant has been paying for three-thirds right along and is not now aware that he will get only two-thirds when a fire occurs. When placing insurance the merchant should be sure that he only insures for two-thirds of value of stock and building, that is, when these conditions are in the policies. If he insures for more than two-thirds in such a case, he is paying insurance for a third which he will not receive in case of loss.

Changes in Risk.

Every merchant should report promptly any changes material to his risk, and insist on getting a written endorsement signed by the company or by the agent. This endorsement should be attached at once to the policy so as to avoid any dispute.

Stove Pipe Chimneys.

In the smaller towns where stoves are in general use, the stove-pipe feature is very prevalent. As the winter season comes on the merchant finds it necessary, in order to keep his store warm, to put up some extra stoves. Finding he has not enough brick chimneys, a hole is cut in the wall or window and a stove-pipe chimney is installed therein. This is one of the worst features, from a fire insurance standpoint, and is never permitted by the company without a heavy extra charge. Merchants should keep such a matter constantly in view as it is of no use insuring unless fully covered and protected in case of fire. If this business of insuring is worth while at all, it is certainly worth while doing well.

Insured Property Assigned.

If the property insured is assigned without written permission on the policy, such permission to be signed by the company or its authorized agent, the policy becomes void. This condition does not apply to changes of title by succession, or by the operation of law, or by reason of death. A merchant should fully realize that this is one of the most important conditions of every policy.

Policies Should be Concurrent.

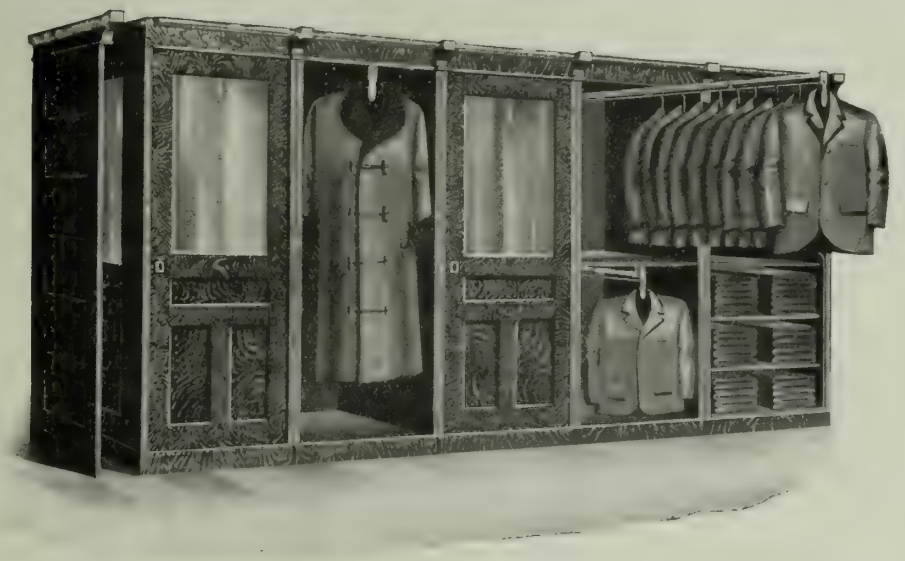
A merchant should also see that all his policies are concurrent, that is, the policy wordings on building, stock and fixtures should all read identically the same, thus saving time and money in case of loss.

The Insurance Agent.

It is often a poor policy to place your insurance business with any person other than a man who makes insurance his sole business, as a lawyer, postmaster, or some so-called good fellow who does a little of everything, cannot give your business the attention it deserves.

A man may be launching out into business for himself and have all he owns invested therein, but instead of using the same amount of care placing his

Build up Your Business by the Jones Unit Wardrobe System



The Jones Wardrobe, Style A and B.

THE UNIT WARDROBE.

The only system of storing and displaying clothing that has stood the test of long usage.

The Jones Unit Wardrobe with the Bates system of carriers and hangers, saves the greatest amount of space, stores the most garments, and allows a clerk and customer to every size or style carried in stock.

Made in Double Deck, Style A, or Single Deck, Style B, to be placed against the wall ; or Single Deck, Style C, for centre of floor.

Built in Units, so that one or more sections can be purchased at one time, and be added to as your business increases, which is certain with this system.

The Jones Wardrobe, Style C.

SEND FOR CATALOGUE D.

JONES BROS. & CO., LIMITED,

Wardrobe Builders,

29-31 Adelaide Street West, TORONTO, ONT.

Please mention The Review to Advertisers and Their Travelers.

insurance as he would in other matters, he gives his insurance to some great friend to place for him. As a rule, this friend knows very little more about the important points in a policy than the merchant himself does, and the result is, he does not secure a proper covering. A fire comes unexpectedly, he loses everything, and his efforts to make good for several years amount to nothing, simply because he did not have a man qualified in this particular line of business to look after it for him.

Specification of Goods Covered.

When placing insurance on goods it is always a good plan to specify merchandise of every description as well as stating the principal articles of merchandise covered. In case some of these articles are omitted from the latter specification they could be classed under the former.

Further Insurance.

Further insurance permission should be stated on the policies when other insurance is already on, or permission authorized for further concurrent insurance if it is thought additional insurance will be placed at some future time.

The New Shirtings for Fall

Imported and Domestic Fabrics — Manufacturers Busy — Travelers Booking Sorting Business for Mid-summer Delivery and Fall Placing

Travelers will be starting on the road shortly with representative lines of men's fall shirts. More comprehensive and varied ranges than ever will be shown to the trade in the new sample assortments.

High-class makes of French cambrics in a large range of qualities, English and other Oxfords, as well as best known Canadian lines will be featured. Scotch madras, Ceylon flannels and novelty Orient flannels in many designs and introducing new patterns are included. A full range of fancies in prints and representative novelty fabrics both domestic and imported will be placed before the trade for early selection. Numerous new cloths import patterns and suitable to Canadian trade promise well. Canadian prints are well represented.

Dress shirts, all soft front and pleated front makes are made in coat style with cuff attached.

Patterns for Fall will be mostly light grounds with stripe or figured designs. Throughout the different pattern books navy and light blues are prominent. Although this is evident in most lines represented it is stated in some instances by manufacturers that the coronation demand is apparent. These manufacturers have been influenced in placing such features before the merchants anticipating the Fall run on particular patterns.

Manufacturers state that at present it is almost impossible to keep up with the demands. It is maintained, however, that factories have given better deliveries than usual on the Spring lines. It is expected Fall deliveries will show an improvement.

Authorities state that there will be an increased demand for stiff fronts with shorter bosoms for Fall wear. These lines have been dormant for some time, but are likely booked for a revival in all of the stylish fabrics and designs.

Opens 3 Stores in 5 Years

Milton J. Dedman Borrowed Money to Start Business With — He Paid It Back in Five Months — Recently Opened Men's Wear Store

FIVE years ago on the 16th of January last. Milton J. Dedman, 18 years of age, resigned from the staff of F. W. Rathbone, men's furnisher, Toronto, with the object of starting in business for himself.

He purchased his stock with money borrowed for a period of 12 months. During the first year's business he did some strenuous work. He had no clerks, so he solved the help problem by taking his meals in the store. He was on duty from eight in the morning until 11 o'clock at night. Five months after starting he paid back the money he borrowed, and 13 months later he opened a second store. He operated both successfully.

But Mr. Dedman did not stop there. On the 1st of March last, he opened his third store. This is on the corner of Queen and Brock Ave. He declares that there is nothing to beat it in the city, and in it he certainly has some excuse for pride. It has a total frontage of 113 feet, 25 feet of which is on Queen street. Eighty feet of this dimension is used for display windows, 20 feet being on Queen street and 60 feet on Brock Ave. The Queen street windows have a depth of 5½ feet while the others are 2½ feet deep. They are enclosed in solid oak. Prism lights crown the entire length of display windows and serve the interior most satisfactorily. With a front such as this, the store presents a very attractive appearance in the daytime, and at night 11 powerful gas lamps, of modern make, placed immediately above the windows have a distinct advertising value. His windows are in fact, his sole medium of publicity as his business is largely of a district character.

The entire store is finished in solid oak. It has a beamed ceiling and the walls are covered to match. Six glass salesmen counters are extended along one side of the store to serve the neckwear, shirts, gloves, hosiery, etc., while down the centre are six circular tables upon which are displayed men's and boys' clothing and fabrics for the ordered clothing section. This latter is a new departure which has been immediately successful. At the rear of the store is a case for men's hats, and here there is an entrance from Brock Ave. The accompanying cuts give a good idea of the arrangement and display facilities.

Mr. Dedman attributes his success to hard work and cash. He made it a rule to eliminate all credit from the start. The men's furnisher who does this, he says, places himself in a position of distinct advantage. In his new store it is his intention to specialize in high-class men's wear lines, while in his other stores he is paying more particular attention to the so-called medium trade and popular prices.

Three stores in five years is not a bad start for a young man 23 years of age.

Begg & Shannon, men's furnishers, Hamilton, recently moved into their enlarged and remodeled store. Boys' clothing and furnishings is a new department.

IT KEEPS YOU GUESSING

to distinguish between real linen and

"CHALLENGE" BRAND
Waterproof Collars and Cuffs

The advantages that go with the "Challenge" are so many that you can secure the custom of your best trade for them when the one point of appearance is satisfactorily settled.

THEY LOOK LIKE LINEN

and have no odor. Worn edges and split button-holes are unknown with "Challenge" goods, and the laundry charge is eliminated. *The styles are closely followed.* Their excellence makes trade—

"CHALLENGE" BRAND
Collars and Cuffs

THE ARLINGTON CO. OF CANADA
LIMITED
54-64 Fraser Ave. - TORONTO

STOCK CARRIED BY FOLLOWING AGENTS.
ONTARIO—J. Chantler & Co., Toronto.
EASTERN—Duncan Bell, Montreal.
WESTERN—R. J. Quigley, 212 Hammond Block, Winnipeg.

The most finished expression of the Modern Art of Fine Tailoring is shown in the Cut, Finish and Materials of

PICCADILLY BRAND.

Clothing for Men, Young Men, Boys and Children.

Look at the samples when our representative calls upon you, or call at warehouse when in Toronto.

H. E. Bond & Company, Limited
MANUFACTURERS
Cor. Wellington & Simcoe Sts., Toronto

New Departure
FROM
Manufacturer to Dealer

We have changed our policy of 15 years and will now sell direct to the retailer the celebrated collars, shirts and cuffs, bearing our brand.

AUSTRIAN M.J.L. MADE

We will carry a stock by beginning of May at Toronto, under the management of

MR. GEORGE LIVINGSTON
28 WELLINGTON ST. W., TORONTO

Personal attention will be given to every detail of your orders and your needs will be studied most carefully.

Our styles are authoritative and our prices make our lines of exceptional interest to the dealer.

MESSRS. M. JOSS & LOWENSTEIN,
Prague, Austria.

Orders for import shipments handled as usual.

Write for Particulars to Toronto Representative.

Display that Brings Results

Trimmers should Avoid Confused Effects--- An Art in Simple but Telling Arrangement--- Striking Examples.

Trimmers of men's wear window sometimes overlook the importance of simplicity in their displays. Windows are often arranged with the idea of selling certain lines rapidly yet the purpose is entirely defeated by the confused effect. Display windows are intended for advertising purposes, but when they handicap the individuality of the goods they fall short of the mark.

There is an art in simplicity which must be cultivated by the trimmer who would be successful. The window shown on the cover of the Men's Wear Review is a good example. Here only two lines, neckwear and shirting are very effectively grouped. There is a something in this window which invites inspection, and which contains nothing to detract from the desirability of the goods. It is anything but a fussy window and therein is its value as a display of classy men's wear.

Exclusiveness, as well as individuality, stands out prominently in such a window. It is far more likely to impress itself upon the mind of a prospective buyer than a display in which the selling merit of different lines is lost in massy or conglomerate arrangement.

An examination of this window will reveal the fact that fixtures do not obtrude unnecessarily, but are almost entirely concealed by the very graceful arrangement of the goods. It was such a window as this which recently sold five dozen neckties in three days. Had it combined other articles to any extent or if it had given a confusing array of neckwear, it is safe to say that the sales record would have fallen far short.

Suggested unit for Easter men's shirt, collar and neckwear display, by Warren Andrews, with Anderson Co., St. Thomas.

Review Awards Gold Medal

Winner is Jas. McNicholl, with Richard Hall & Son — Awards in Monthly Competition Since December.

Jas. McNicholl, trimmer for Richard Hall & Son, Peterborough, has been awarded the gold medal in the Review's window competition for the year 1910. This medal is won each year on points scored in the monthly contests. Mr. McNicholl's score of 20 points was the highest. A cut of the gold medal will appear in the mid-month number of the Dry Goods Review.

In this competition inaugurated by The Review two years ago, two cash prizes are awarded monthly for the two best windows entered. Five points are allowed on first and three points on second places each month, and the trimmer scoring highest at the end of the year carries off the medal.

Following are the winners in the monthly competitions since and including December last:

December—1. E. K. Dallimore, with J. M. Hickey, Toronto; 2. S. Hursh, with McCurdy & Co, Sydney, N. S.

January — 1. J. R. Coulombe, with Murphy, Gamble & Co., Ottawa. 2. Warren Andrews, with the Anderson Co., St. Thomas.

February 1. C. B. Morden, with Stanley Mills & Co., Hamilton. 2. Warren Andrews, with the Anderson Co., St. Thomas.

Simple, but effective, unit display for men's clothing to be incorporated in Easter window. By Warren Andrews, with Anderson Co., St. Thomas

K K

You will sell more

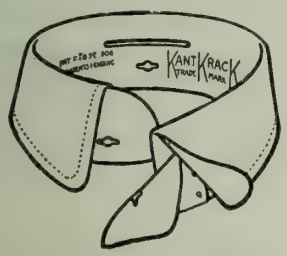
Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold. Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

K K

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA
(Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street : : BRADFORD

Trade Mark Helps to Maintain Standards

Brands Represent Quality, But Retailers do Not Always Appreciate that Fact—Many Good Lines that Are Not Branded—The Advantage of the Trande Mark in Advertising—Abuses Which Prove its Value—The Proper Retail Attitude.

THE question has sometimes been raised whether retailers give sufficient attention to advantages possible in merchandising trade marked lines.

Trade marks are practically guarantees of standard values. Brands stand for the manufactured quality, value and maintenance on the part of the manufacturer of those standards. Therefore, the trend is not down to a price but "up to standard." It is stated that well-known mills could have increased orders 25 to 50 per cent. in many instances, if prices shown had met the qualities offered or the tendency been to ignore the standards by meeting competition. Therefore, it is shown that manufacturers do maintain the standard represented by their "trade mark" consistently and without regard to competition or lessening influences.

Such standards of excellence are necessarily well advertised by the manufacturer and merchants who advertise well-known brands are simply using the merit of the manufacturer's advertising and the understood guarantee of the "trade marked" standard.

Actual Experience Generally Tells.

Take for instance the question of values. Samples shown may excel the "trade marked" line in value but quality deliveries may not be "up to sample." Retailers only find out by actual experiences in what inferior standard means. Some years ago, merchants were shown nice samples by comparatively unknown so-called foreign manufacturers who gave no guarantee of practical delivery or maintenance of standards. Other concerns made a practice of selling merchants one year with no intention of calling the next season and filled the order entirely without regard to ever selling them again. It was evident from values shipped that certainly they need not call again.

"Trade marks"—as they are understood, stand between the manufacturer and merchant, as well as overcome such conditions as described. Merchants, therefore, should respect the "trade marked" lines more than is evidently done.

Values Maintained under "Trade Marks"

Contrary arguments may state that the same lines are sold with and without the trade mark. In many cases however there is a decided lessening in value. Other cases are cited where the wholesaler is offering the identical lines without the trade mark and the claim made that such lines sell just as well. Financial conditions or sentiment are the only reasons for such argument. Values are not changed. All things being equal, some merchants wisely take advantage of the "trade marked" lines, both for display, advertising and mutual benefit. It is using the asset of the "trade mark" to advantage in merchandising.

Glancing through the "knit goods" stock it is surprising the number of lines, which are "trade marked" and have become so staple that the "trade mark" has almost been lost sight of. Nevertheless the selling advantage of the particular line in question is admitted and merchants are simply trading on "standard value" consistently maintained by the manufacturer.

It is well understood that in most towns merchants cannot consistently handle several lines of underwear. Some stores, by handling two or more do not always become recognized as headquarters for particular lines. The jobber's ideal is to have one firm in a town handle his "trade marked" line and to have merchants boost by advertising in conjunction with manufacturer's advertising.

Merchants cannot always blame buyers' mistakes on the manufacturer in case some lines stocked are not successfully sold. On the other hand, the moment a merchant changes his line the advantage of advertising done on such line is lost or open to the use of the opposition stores in case they decide to stock the make. Such decisions are usually followed by strenuous advertising policies.

Abuses Impair Trade Mark Values.

Large retailers are sometimes enabled to use the standing of trade marked lines to different advantage than suggested or intended by the "trade mark." Merchants can easily recall many instances of infringement of this kind.

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Another problem that manufacturers have to contend with is the use of their lines at reduced prices, as a retail drawing card. Merchants, however, generally adopt such methods quoting an advertised price less than the usual fixed price in the minds of customers. If manufacturers did not adhere to values and aim at high standards in trade marked lines such practice would not be usual. As it stands it is certainly an argument in favor of trade marks.

Repetition of such schemes by the retailer tend to impair the value of the trade mark. Manufacturers are certainly not to blame. It is the retailer who, by filling his market through cut-price merchandising, runs the risk of causing next season's trade to become stagnant.

Control Territories if Feasible.

That merchants should adhere strictly to "trade marked" lines does not necessarily follow. Many manufacturers are not sufficiently established to warrant trade marking their lines. Other makers are selling their output under a wholesaler's brand. Specific cases are cited where "trade marks" are confined to district limits and the entire output of a mill controlled by one buyer. Nothing, however, deters a manufacturer from selling any surplus under another "trade mark" or even without a brand. That large retailers, who confine lines, realize the advantage of "trade marks" is evident by their demand for stated territories, and merchants, generally, throughout the country would do well to adopt similar methods.

Consider New Lines on Standard Basis.

New manufacturers, too, have started on knit goods lines and althought it is for the merchant to make the decision, orders should not always strictly be confined to "trade marked" lines. The retailer should confine "trade marked" lines, but keep stocks assorted by adding lines, which, in his decision, merit display. Such lines sooner or later will be "trade marked" because of standards maintained. Merchants will ultimately benefit.

By this method the knit goods section will represent and measure up to certain standards aimed at by the manager of the department. Undoubtedly the bulk of the retail demand is on the basis of "trade marks" and consumers are educated to expect the maintenance of department by the retailer, "up to standard" is the demand of the customer both in value and in department merchandising.

Complaints are often heard from customers of the inability to secure lines to match those bought in previous seasons. Such conditions are brought about by unnecessary changing of makes on the part of retailers. Consistent retailing of well-known lines tends to overcome conditions of this sort and builds up the department on broader lines, as well as retains customers from year to year.

Many instances of the necessity for consideration and decision in buying knit goods lines will be forthcoming in placing the Fall orders. Buyers, who are satisfied with their lines as stocked cannot overlook the strides of improvement noted in the samples shown. This is particularly evident in knitted coats and such novelties, in fact no article of apparel but is now shown in knit weaves. See the new lines, and their adaptability to location or demand is soon decided.

Trade in London Week.

Sixty-two London (Ont.) merchants in practically every line of business recently made arrangements by which every visitior who purchased goods to the amount of $20, had their return fare paid on any railroad for a distance of 65 miles between April 6 and 8. It was "Trade in London" week. Those coming from a greater distance had an amount covering 65 miles given them.

Each person purchasing goods to the amount of $20 received a receipt from the merchant. The receipts were presented to a refund clerk in the Home Bank where the amount of the fare was paid.

The scheme was never given a general trial in London before, though in use at times by individual merchants. The amount of purchasing done in Detroit by London people during the week-end excursions in the summer has been a source of resentment among local merchants. The excursion fare on these occasions, and on those occasions when lodges and clubs run excursions, has been $1.45, though it is to be increased this year. It was reported not long ago that Detroit Board of Trade was paying the railways a sufficient sum to enable them to give this very low return fare.

If the "Trade in London" week is as successful as anticipated, it will be repeated four or five times a year, if not every month.

"IMPERIAL" BRAND CLOTHING

For MEN and BOYS

WE have removed from 33 Church Street to our new premises at 217-219 RICHMOND WEST, Cor. Duncan Street. We have 20,000 square feet of space in this large modern building, and will have our manufacturing plant all under one roof. We are now able to give you better service, and all orders will have our personal supervision. We expand with the country. It will pay you to wait for our travellers, who are now out with Fall samples.

217-219 Richmond St. Imperial Clothing Mfg. Co. TORONTO

Help Make Your Town a Business Centre

Business Men May do Great Deal to Advance the Position of Their Locality — Lethargy at Home Often Explains the Success of Outside Competition — Notable Example Showing What Co-operation Will Do.

MERCHANTS who have found it necessary to investigate the causes of general lethargy in towns where they are doing business, have found that the civic pulse required a tonic, that streets were not properly cared for, that improvements calculated to place the town in modern class were neglected. In short, those things that tend to boost the town in the opinion of citizens and outsiders were often ignored entirely. As a result, much business has gone to large city stores.

There are many towns throughout Canada which owe their advanced position to the united efforts of its business men. Under this impulse these towns have stepped out in advance of others in which public spirit was dormant. They have converted into value their natural resources, they have made local advantages apparent to manufacturers, to merchants and to probable residents, and induced a growth that was deserved. They have not waited for the merely natural development.

Towns, such as these, are noted to-day for their thriving industries, their up-to-date mercantile establishments where stocks suffer nothing in comparison with those of the large city stores, their comfortable homes, and that general spirit which indicates that the place is keeping pace with the progress of the times..

It is Good Advertising.

The business man who is not doing his share of boost in behalf of his town is blind to one of the most important elements of good advertising. A machine, to do its best, must have all parts working in unison. In a municipality, the machinery may be the few men elected from year to year as aldermen, councillors or trustees, but the responsibility of the business man, who still has the valuable point of view of the onlooker does not cease. There must be co-operation all along the line.

Boards of Trade, Merchants' Associations, Civic Leagues, in which women as well as men have active membership, have done wonders in giving to their towns a standing among the best. In many cases the success of one merchant along lines which have ignored the rut of self-satisfaction, is strikingly suggestive of what might be accomplished with united action.

Help Solve Mail Order Problem.

This question of broader interest than that confined by the four walls of his store is more closely allied than many merchants supposed with the problem of long-distance shopping.

"If merchants would keep their town from going to the city to market," remarks 'Business and the Bookkeeper,' in an article on this subject, "then they must look not only to the stock they carry, but to the making of their local business centre attractive in appearance."

An instance of what can be done is furnished by Chariton, Iowa, which has four thousand five hundred population, is a railway division point and the centre of a good agricultural country. Apart from these the town has no exceptional advantages, and the remarkable prosperity of the place is attributed solely to the determination of its business men to make it prosper.

Comfortable for Farmers.

The town is the county seat, and the business centre is built on a square. About the court house is a well-shaded and grassy park, surrounding which is an iron hitching fence, while underneath the trees are a number of substantial benches. It is a most inviting spot for people driving into town. A long step forward was taken when the driveway between the park and the stores around the square was paved. The bigness of this square gave the town an unkempt appearance. In summer it was a mire of dust which blew in clouds into the stores. The pavement was such an advantage that several additional blocks were laid along the main streets..

The pavement had to be kept clean, so the women of the town called a meeting of their Ladies' Improvement Association and decided to hold a "Booster Day" celebration. By this means, enough money was raised to buy a street sweeper and hire a man to operate it.

Street Lighting Free.

Prior to this a new system of electric lighting had been installed. The town owns its electric light plant, making it a *real* public service corporation. As practically every business house and dwelling uses an abundant supply of the municipal electricity the plant could easily afford to furnish the power for the street lights free of cost. This it agreed to do, also offering the country free service if it would install lights within the park surrounding the court house. The opportunity was gladly accepted. These electroliers are handsome, ornamental pillars finished in bronze and supporting a cluster of five lights, each of the five having a one-hundred watt Tungsten light covered with a frosted globe. The cost of each electrolier is $56.50.

Not content with this improvement in the lighting and ornamentation of the town, ten more lights were later placed, a half a block apart, along the paved street which leads to the railway station. The expense of the installation of these being divided equally between the railway company and the citizens owning the property along the route, while the municipal electric plant furnishes the power. It is evident the time is not far distant when the whole town will be given the same service, for many of the citizens have already offered to install the lights in front of their residences.

How the Ladies Help.

Nor has this community of forty-five hundred people neglected the comfort and convenience, in more intimate ways, of the wives and children of its many rural patrons, and here the Ladies' Improvement Association again shows its loyal support. The

For
Rough Wear
or outing use, no shirt will give the same satisfaction as
THE
DEACON SHIRT
For Men and Boys

You will be a wise drygoodsman if you are ready to meet the demand of this trade with the "Deacon."

The "Deacon" is made of the toughest known shirting, cut roomy for comfort, and double-stitched throughout. All buttons are strongly sewn on.

Give the "Deacon" prominence in your store. There is a steady year-round demand for these goods. See our new range.

THE DEACON SHIRT COMPANY
BELLEVILLE, - - - ONTARIO

A STEADY DEMAND
IS READILY WORKED UP FOR

"The Jackson Bloomer"
LION BRAND

BOYS' BIG BLOOMER PANTS

Prices from
$6.00
to
$18.00
per dozen.
All correct patterns.

Prices from
$2.25
to
$6.00
per dozen.
for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.

Special Facilities for Mail Order Business.

The JACKSON MFG. CO., Clinton
FACTORIES AT CLINTON, GODERICH and EXETER.

organization has the use of a large room in the court house, which it attractively furnished with necessary conveniences, and where are made welcome all the women and children from out-of-town. Here tired mothers may refresh themselves and their children and then read or take a nap while one of the ladies of the association cares for the children and gives them toys with which to play. A different member of the organization is in charge of the rest room each day, and the roll is long enough to prevent the burden falling heavily on any one.

Many small towns make a mistake in failing to see the intimate relation that should exist between local resources and local mercantile activities. The prosperity of this town has been due largely to the surrounding farming community, and the business men, conscious of this, have not only increased the attractiveness of their town to the farmer, but do all in their power to aid him in the disposal of his crops and live stock. Just at present they are working for a new line of railway that will give fast connection with three large cities.

Public Well Educated.

Some might think the new railway would tend to work against Chariton being able to hold its own when the increased facilities for travel offers the nearby cities better opportunities for competing with the local business houses. But the town has been too long and too busily engaged in educating its public to a knowledge of the fact that the home business centre carries goods of the same make they would find in the city. The merchants believe in advertising, for they support two newspapers which circulate through all the neighboring territory. They know the value of sales and the very human inclination to be impressed with offers of bargains—and above all things the town is clannish and people are not encouraged who at some time have chanced to show an inclination to trade elsewhere.

People are Clannish.

In this latter connection it is worth the space to tell of an experience the wife of one of the professional men of the town had some time ago. The whole matter hinged on what appeared to be her fixed purpose to buy hats out of town. The first time she appeared with new headgear, being a recent arrival, no hostile interest was evinced, but with the following season, when yet another new hat made its appearance, she began to notice that some of the women with whom she had become associated in their various societies and organizations were a trifle strained in their manner toward her. Upon investigation she learned that it had become known she was getting her hats from out of town, and it was only after the innocently offending one had explained to these loyal women that the hats were presents from her mother, who ran a millinery establishment in a place many miles away, that cordial relations were restored.

Tht solidity is the outcome of resourcefulness is well illustrated by the fact that when the First National Bank of Chariton failed for one million dollars three years ago, the town did not even receive a temporary setback. Since then, town lots have doubled in price, farms have increased almost equally in value, the town has three banks, and deposits have advanced enormously.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire-proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

Be Prosperous — Start 1911 on the Right Road

Never in the history of advertising was there such a success—such a producer of business as our Successful Special Sale System. Our plans will assist you to do Three Months' Business in Ten Days. Investigate our proposition.

The Only Successful Special Sale Promoters.

FRED W. WEBER & COMPANY
427 East 47th Street, . Chicago, Illinois

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

L. BAUMANN & CO.

359 W. Chicago Ave. CHICAGO

Largest Importers and Manufacturers

Send for Catalogue R

Ideas That Are Worth While

Dry goods stores carrying a well-assorted stock of stationery, advertise that department in April. Some stores show their ability to attend properly to wedding requirements, cards, etc., in a novel manner. They use a sample invitation, requesting the privilege of giving expert advice and quotations on necessary forms for any occasion.

Proper type and setting, as used in wedding or reception invitations, which appear in the advertisement. Customers are interested by the authoritative sample shown.

* * *

Merchants take advantage of advertising interest created by musical or theatrical events. Announcements follow the successful appearance of the prima donna, choir or company. Popular music is also turned to advantage in display lines and editorial matter. One firm made use of the caption of the song, "Every Little Movement," in showing the improvements about to be gained when their new building is completed.

* * *

Retailers have found that much attention is paid to mailed special advertising. Suburban residents are reached in this way who otherwise would not receive an announcement. Distributors possibly overlook different homes on their route and the names of any customers complaining are added to the mailing list.

* * *

Merchants find it advisable to sign important advertising in order to suggest more personal appeal or to give added weight to unusual announcements of changes or improvements.

Individual signatures may thus be associated with aggressive or forward policies, and customers are more impressed by the appearance of the name as compared with the usual name-plate.

* * *

Another use of the coupon is in directing business to the rug section of the home-furnishing department. Merchants include a printed slip in the April housecleaning announcements. Each slip is worth $5 on particular days to customers purchasing a rug at $25 or over.

Usually customers buy a much better rug if salesmen are efficient, and generally customers looking for a $25 rug can be persuaded to buy one with more margin of profit. Slow sellers are often sold in this way.

Coupons are printed to represent actual money in appearance as nearly as possible.

* * *

It is one thing to have a motto for a store and another thing to live up to it. Many Canadian merchants have adopted so-called trading slogans, and in the majority of cases they mean just what they say as regards goods and service. A good motto, one that "fits well in the mouth," and means something tends to keep the store and its staff attuned to high standards. It is one way of inspiring confidence.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

Buttons! Buttons! Buttons!

Are you looking for up-to-date novelties? We are specialists in Ivory, Pearl, Metal Covered and Fancy Buttons, Paris and New York designs, suitable for the manufacturing trade. Will gladly submit samples.

Embroidery and Braiding

Machine and hand work. Write us for particulars.

A. WEYERSTALL & CO.
145 Wellington St. West, TORONTO

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

Axminster Squares and Mats

The old reliable firm, Horm, Patz, Celanitz (Saxony) now carries stock right here in Canada. Newest and highest novelties in Designs.

Designs and price list cheerfully submitted.

OTTO T. E. VEIT
Wellington Street West, TORONTO
Show Rooms:—726 Empire Building.

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers. Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade

The G. A. Tranter Co.
Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON LIMITED

ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

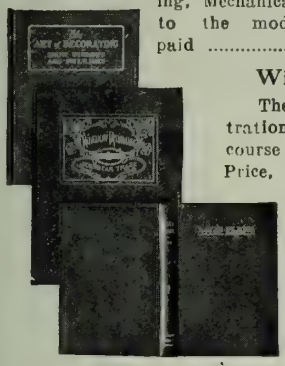
19 Passage des Petites Ecuries, - Paris, France

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



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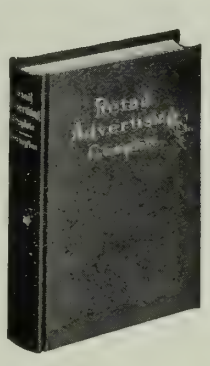

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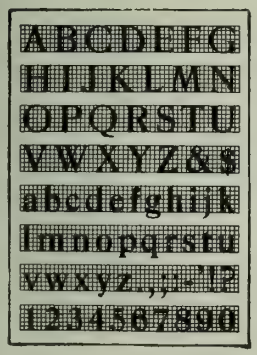

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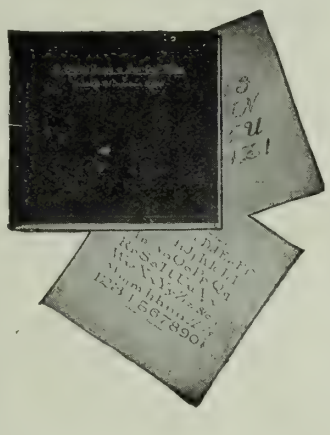

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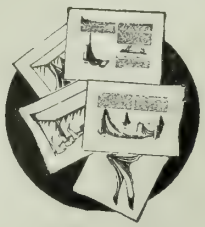
The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

FRIED, GRILLS & CO. HAVE THE LATEST.

Fried, Grills & Co., Toronto, whose hats for men, boys and children are one of the best indices to the latest style that is possible to obtain in the matter of headwear, are now showing those very smart blacks which conform so well to the latest word in men's clothing. While English styles in clothing are now pronounced to be the thing for the coming season, it is on modified lines that they will have their greatest acceptance, and this is the idea represented by the new derbies shown by this house. These hats will be in demand for the present season and will also be strongly featured for Fall. In addition to their derbies, Fried, Grills & Co. have an extensive range of soft hats in the new pencil-brim telescopes in steel greys, pearls, cedarine and other fashionable colors. These hats have been a remarkable success and promise well for the Fall. Scratch-up troopers and fedoras are also featured and one of the novelties which seems to find favor with the best class of trade is a genuine velour which, though higher-priced than the so-called velour of the past season, is excellent value from the point of style and quality.

Caps and straws of all kinds form a large part of the stock carried by this house, and here, as in other departments, the greatest possible emphasis is placed upon style values.

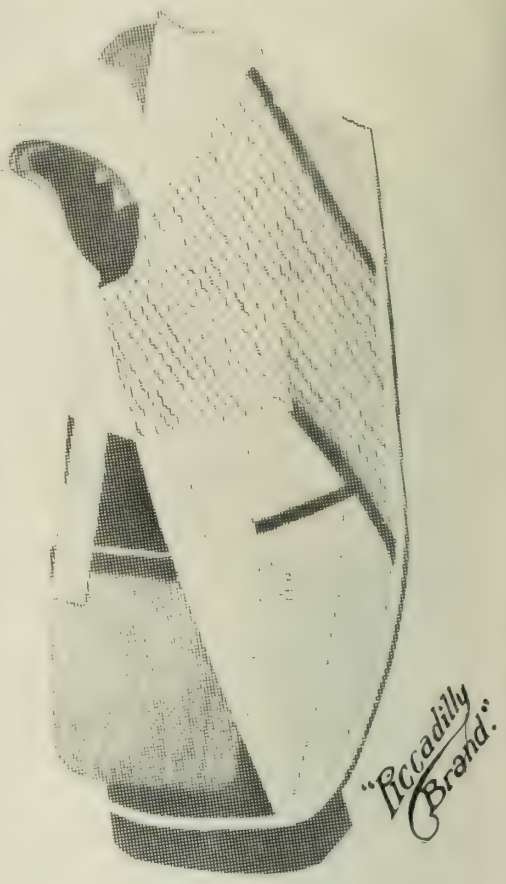
If there is anything new in the world of hats, Fried, Grills & Co. are showing it, and this fact is entitled to the appreciation of the progressive hat dealer.

HELPING THE MERCHANT TAILOR.

The Francis Godfrey Co., have opened up a tailor shop in King Street, Toronto, with the object of helping general merchants and merchant tailore throughout the country in handling orders for men's tailored garments that they cannot execute themselves owing to scarcity of help. They do not compete with the tailor but simply make up for the better class trade and are in the same position to the merchant tailor as the wholesale woolen houses are. They ask the tailor to make what he can himself and permit them to help him out with the balance. They always have a full staff of skilled labor and have kept many merchants in business who would otherwise have trade to give up owing to scarcity of help.

NEW DYE HOUSE.

The Chipman-Holton Knitting Co., Hamilton, are adding a new dye house to their plant which will give about 8,000 square feet extract floor space. The new building is of brick and concrete, one story high with gabled roof. Latest machinery for dyeing and handling the goods with the least amount of trouble and greatest saving of time will be installed. The new structure will be ready in time to dye next Spring's output



This illustration shows the interior or hidden construction of Piccadilly Brand Coats and why they hold their shape.

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You Can Guarantee These Suspenders

Because the ALL-FABRIC "CHESTER" will back up as strong a guarantee as any reasonable man will ask for.

You can get a strong seller and a big seller when you stock the

Canadian Made All-Fabric

CHESTER SUSPENDERS

Here's one point—the "stretch" is in the back where it is needed. There's no strain on the edges of the button-holes.

Patented **fabric ends,** chemically toughened wear points, and solid woven inserted back buttonholes are features that bring back customers "for another pair of those good suspenders."

You don't have to sell them. **Just show them.** They will sell themselves.

Send for a sample dozen. $4.25 for the semi-elastic model—$4.50 for the all-elastic. Order from our factory or from the Winnipeg Warehouse.

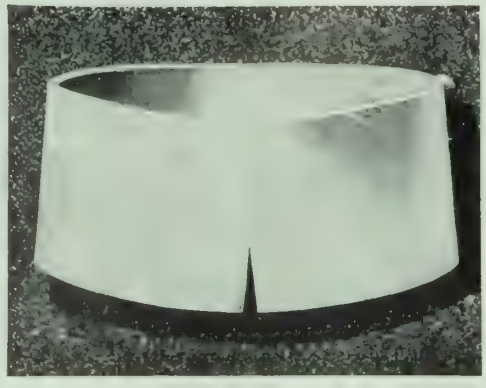
HALLS, LIMITED

Manufacturers

BROCKVILLE, ONT.

FULL STOCK CARRIED AT OUR WINNIPEG WAREHOUSE, 148 PRINCESS ST.

TOOKE
FOUR-PLY COLLARS



HERALD SQUARE
Close fitting, with the popular square corners. Heights: 1½, 1⅝, 2, 2¼ inches. In quarter sizes.

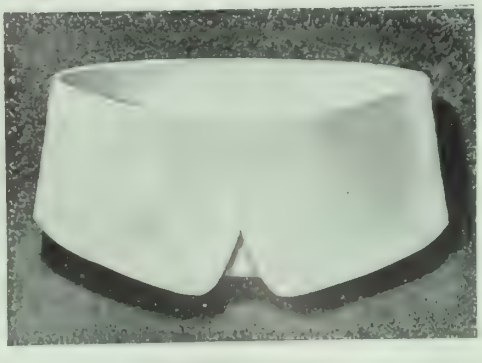
To Retail at 2 for 25c.

THEY FIT

These new 4-ply 2 for a quarter collars enable you to give your customers better collar value than they can get in any other brand, and at the same time make for yourself a most satisfactory margin of profit.

CURTISS
Close fitting—will stay close. Heights: 1¾ and 2 inches. In quarter sizes.

Styles are new—shapes are catchy, as these illustrations show—you get them in four-ply at $1.00 a dozen—the materials and workmanship are first class, and they are *"Made in Canada."*



MONOPLANE
A distinctive shape. Close fitting effect, with plenty of tie room. Heights: 1¾ and 2 inches. In quarter sizes.

Tooke Soft Collars

with or without ties to match, are going to be great favorites this summer. Our range of shades and patterns is superb. *Better get your orders in now.*

TOOKE BROS., Limited
Montreal

Manufacturers of Shirts, Collars, Cuffs, Neckwear and Importers of Men's Furnishings

THE MEN'S WEAR REVIEW.

Vol. I—No. 3 Office of Publication, 143-149 University Avenue, Toronto May 1, 1911

"Semi-ready" Tailoring

Is our registered and common law Trade Mark and cannot be rightfully applied except to Clothes of our own manufacture.

Where a merchant is desirous of securing clothes of sound reputation, tailored by experts, and designed with that distinction which marks the well-bred man, we have what we know will suit his wishes.

Our wholesale prices start as low as $10.

We sell to only one merchant in a town, and we give an exclusive territory free of all restrictions, judging solely that our customers will present our clothes with our best ideals intact.

If you wish to keep in touch with our progress we will send you our Style Book and other business literature, with a copy of our weekly paper, the Semi-ready Special. It's bright and it's free.

Our Special Order Outfit opens the way to a Wanamaker Business in your town.

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MAKERS OF SEMI-READY TAILORING

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WE ARE FULLY STOCKED
FOR THE

HOT WEATHER TRADE

Fancy Half Hose
Outing Shirts
Bathing Suits
Loose Fitting Underwear
Soft Collars

EVERYTHING YOU NEED IN

MEN'S FURNISHINGS

SPECIAL ATTENTION GIVEN TO
LETTER ORDERS

MATTHEWS, TOWERS & CO.

MONTREAL, QUE.

MEN'S CLOTHING AND FURNISHINGS

The New Clothing Styles

Typical Bond Street Fashions in Men's Wear—Details as to Lines and General Effect Described—Garments For Motor Wear

Nearly all the most pronounced changes in styles for fall in "ultra"" fashionable circles follow along "English" lines. Designers and cutters in high class tailoring establishments will derive their inspiration from English cut garments and adapted London styles.

Authorities on exclusive custom tailored lines predict that typical English "Bond Street" and "Strand" styles will predominate for Fall in Canadian shops. So-called American styles have long prevailed, and tend more and more to faddish extremes. Distinct English styles have become popular. Other conditions, however, such as court festivities, influence this tendency.

American fashion plates, too, show interpretations of English cut garments adapted to American demands. Changes will not show so markedly as in higher-class Canadian fashion centres. Styles will be decidedly English.

Different tailors have just as many ideas about exclusiveness, but are decided on certain style features. Some changes will be made owing to deportment of customers and suggested by cutters to conform with height or outline. Different garments in a man's wardrobe will show mainly the following lines.

Frocks will not have any change, except possibly in fullness of drapery to conform with general outline. Quite a number of innovations are seen in "cut away" 3-button frock suits. Accessories worn with these garments include spats, bowler, etc., and only one criticism is in possible effects being too typically English throughout. These suits are being adapted to a great extent at the present time in novelty cloths for dressy business or street wear. High class tailors say "cut-away" garments will become decidedly popular for Fall, especially with particular men.

Clothing and Furnishing Window Showing Suits, Samples and Exclusive Lengths, Also Hats, Gloves and Handkerchiefs. A Made-to-Order Department Display by Warren Andrews, The Anderson Co., Limited, St. Thomas.

In sack suits no extreme lines will be shown. Shoulders will be natural width or somewhat narrower than present styles. Closer lines will be seen throughout all the garments of the suit. Coats will be shorter, and may show a certain amount of drapery, judged by fitters to suit the figure of individual customers. Trousers will not be extremely full, but neat in appearance, and average measurements will show 19-21 in. knee and 16½ in. bottoms. Vests will more than unlikely button fairly high, with one button showing.

Overcoats will be equally popular in Chesterfield and Ulster lengths, similar in outline to last Fall lines. Check back cloths will take well in both

styles, as they are also introduced in Chesterfield lengths. This will be a welcome change on account of no lining being required.

Lines will be similar, and any changes in drapery or fullness will follow the discretion of cutters or designers. Trimmings on ulsters will be about the same as last season, and this also holds regarding collars, straps and cuffs, except in case of shawl collar garments.

Influence of the Auto

Style in outing garments has been affected to a great extent by automobiles, and consequently high class tailors have many opportunities for suggesting or offering innovations of this kind for Fall wear. Usually men with a car demand some individuality in style, and although rain coats and motor coats are seen to be worn by many on account of utility, several exceedingly "classy" or more dressy coats are made by expert tailors, who display style both in tailoring outline and effect. It is not necessary to adopt extreme cloth colors or fashion designs.

New styles in automobile coats seen are slightly shaped and finished at the sides by two small belts from front to back pleats. These coats are extremely full, and unusual seams are introduced in carrying out two deep inverted pleats, front and back. For a man at the wheel this fullness gives sufficient play, as well as protection. Five-button single-breasted styles button through show rounded or Prussian collars. Sleeves are finished with straps and storm cuffs. Although many other styles will be seen, general outlines, as described, are bound to become popular in different models.

For Fall, merchants state that the outlook is for increased business on exclusive and high-class garments, with tailored distinction. Orders have been fairly well placed on suitable novelty cloths. Brighter colors have been placed in which browns and grays combined with coronation colors, especially introducing purples, lead. Easter business has been good, and with warmer weather influences, tailors are looking for a prolonged season which will make up for any slowness experienced earlier in the year. Merchants are anticipating unusual Fall results.

Neat Shirting Patterns

Stripes Will Predominate for Fall, but Graduated Effects and Floral and Wide Stripe Designs are Shown—The Short Pleated Bosom.

While strikes of all kinds still predominate the shirt market, there are shown some very neat patterns for Fall which depart from that popular vogue. In some cases the changes take the form of a figure and stripe combination, while in others there is no figure, but the lines run in key, oval and square chain designs or in other effects more fanciful than usual. Some of these designs are graduated so that larger patterns come approximately in the centre of the bosom. This is a feature which should take well. Some authorities predict that the Fall season will be followed by a strong run on figured materials for Spring.

It is evident that the recent shirt style innovations are going to have a good effect upon the season's trade. Soft, lounge collars, of the better grade, are being well received in many quarters, and it has naturally caused an improvement in the demand for good quality negligee shirts. The double cuff idea is also being well received.

It is not surprising to find coronation novelties in the market for whatever spasmodic trade that event may promote. Patterns seem to be confined to various brown and stripe combinations.

Among lines that are being prepared for Fall delivery, a shorter pleated bosom is being featured. The advantage of this is that when worn under the vest the pleats do not catch under the band of the trousers and cause outward bulging.

An authority discussing the Fall style outlook and present demand states: "Stripes will as heretofore predominate, grounds being covered with fine stripes in shades black, blue, helio and gray. A few floral and vine stripe designs are being shown with an endeavor to bring in figures. Small figured designs in New York have not been successful as they are showing very large figures. Laundered collars to match the shirts are the correct thing for Fall. For midsummer, the lounge collar in solid shades and in cloths to match the shirt will be used very extensively."

New pleated bosom shirt for Fall, showing novel graduated pattern. Bosom slightly shorter, so that when worn under vest will not catch in trouser band and bulge These shirts are made in wide variety of patterns and shades. Shown by Tooke Bros., Limited, Montreal.

One of the imported novelties is shown a pleated shield front which is so constructed as to retain the ease and comfort of the pleated negligee. Others show fronts and cuffs with patterns but bodies plain.

Reports from some localities would indicate that Spring sorting season has been affected considerably by the backward weather. There is great confidence in the new lines, however, and it is expected that the season will steadily fill out to a good average.

The Lyons Tailoring Co., Hamilton, are enlarging their premises. The building, as remodeled, will have a depth of 156 feet, and will be four storeys high. The Lyons Tailoring Company started business 12 years ago, and the best evidence of their progress is the fact that they will now employ between 150 and 200 hands.

WASH TUBULARS

Five Ranges, Eight Color Combinations

Boxed Half-dozen Each Color

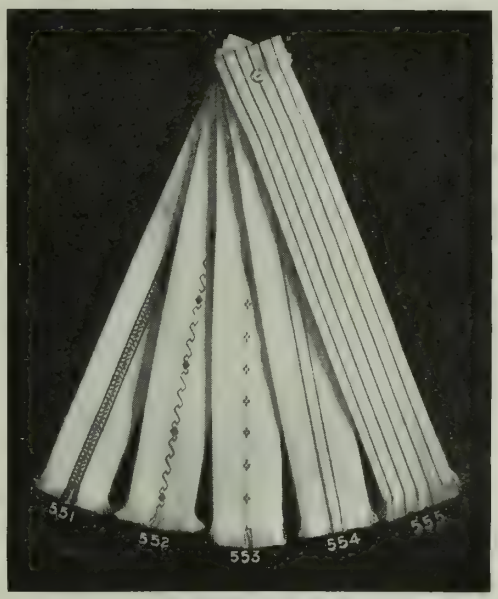
Ground

FINE MATTI

WEAVE,

HIGHLY

MERCERIZED



(1¼ x 46 inches)

Design Colors.

Black
Helio
Alice
Plum
Purple
Quaker
Myrtle
Royal

On White Ground

PRICE---$2.25 per dozen, usual discount, or $24.00 per gross net 30 days.

NOTE---The above designs are exclusive, being made specially to our order.

The Sword Neckwear Co., Limited

TORONTO : : : : CANADA

Good Values in Neckwear

Steady Run on Better Grades—The New Tubulars Promise Well—Roman and Persian Stripes Appearing - Gold Becoming Strong.

It has been an exceptionally good season in men's neckwear. A large amount of business has been in better grades and in the more stylish numbers of the new lines. Reports show that the splendid values featured in the Canadian market have been effective in creating a more continuous demand on higher priced goods throughout the year. Styles and fabric designs at the present time are so cleverly treated by the manufacturers that their proper display is all that is necessary to create desire on the part of the customer. It is evident that merchants as well as manufacturers are thoroughly conversant with the psychological moment in the life of desirable lines. In short, good things are now seldom done to death, and the great variety is worked out to a degree that is based entirely upon accurate knowledge of the market requirements. The men's neckwear trade has therefore developed steadily in the right direction and domestic values certainly lose nothing by comparison.

Wash ties are now coming to the front and tubular are certainly going to take strong position. They are made up in very attractive form with narrow, regularly spaced and central panel stripe effects leading. These stripes and panels on Oxford or other grounds represent a style that is decidedly in keeping with the neat silk designs shown during the past season and it is safe to say that they will have strong demand. These ties are in narrow widths most suitable for the close-fitting collar.

By postponing display of a choice line of wash ties until the weather suggests their suitability, the skilful men's wear dealer should be able to work both his silk and his wash sections to good advantage. The vogue of the soft lounge collar should give a marked impetus to the wash goods demand.

So far as silk neckwear is concerned there is not a great deal to be said. There is a growing enquiry for stripes of the Roman order combining such colors as red, green, gold and black and some houses are featuring so-called Persian stripes and thus bright color touches on dark solid grounds are being introduced. Crossbars, panels and bias stripes are all well thought of at the present time. As the season advances the tendency is toward narrow shapes.

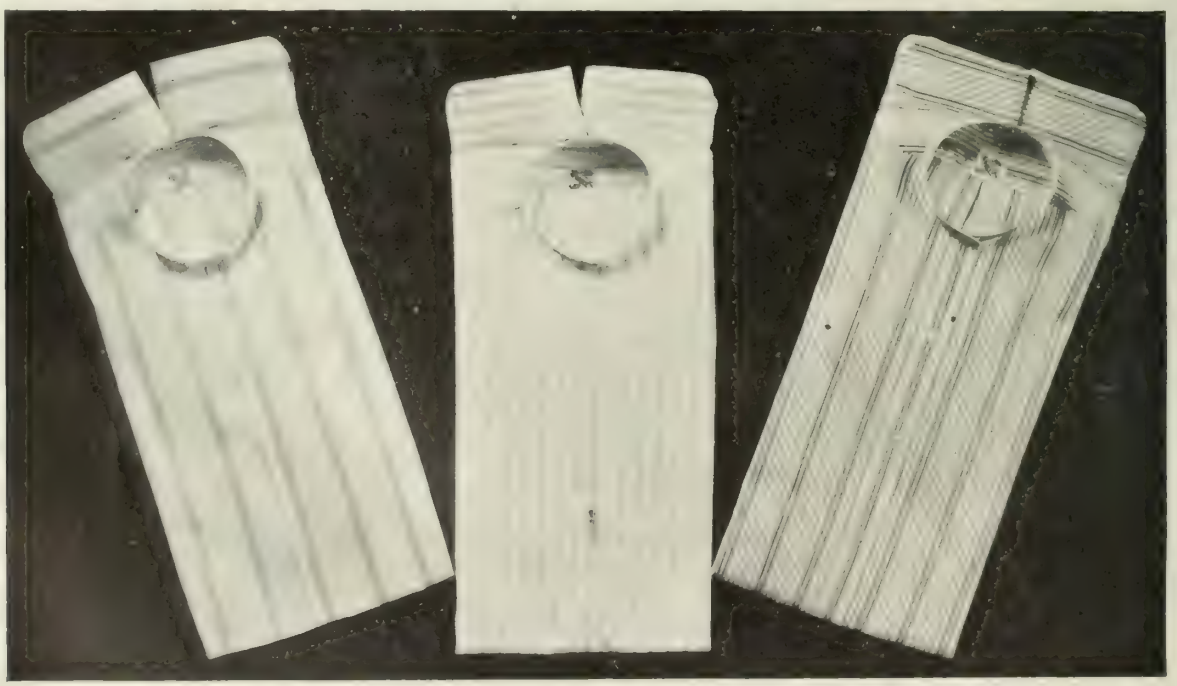
Buyers returning from abroad report that in London there is still a strong favor shown for black and white effects. King's blue, bright greens, tans, and in fact the colors most liked in the fabrics for ladies' gowns are being featured in men's neckwear. Browns are increasing in popularity, and the latest novelties show a great liking for gold used either in very narrow stripe combinations or in the wider club patterns. To the approaching coronation is attributed the popularity of many of those colors which in some shape or form may be associated with royal raiment or coats-of-arms.

There has recently developed quite an enquiry for all-silk knitted neckwear of the high priced order, but showing nothing decidedly new in weave.

The outlook for Fall is good, and it is expected that strong business will still be done on close stripes. Manufacturers who have returned from European silk centres state that they have a particularly fine assortment of materials for the holiday trade.

Motor Coats and Waterproofs.

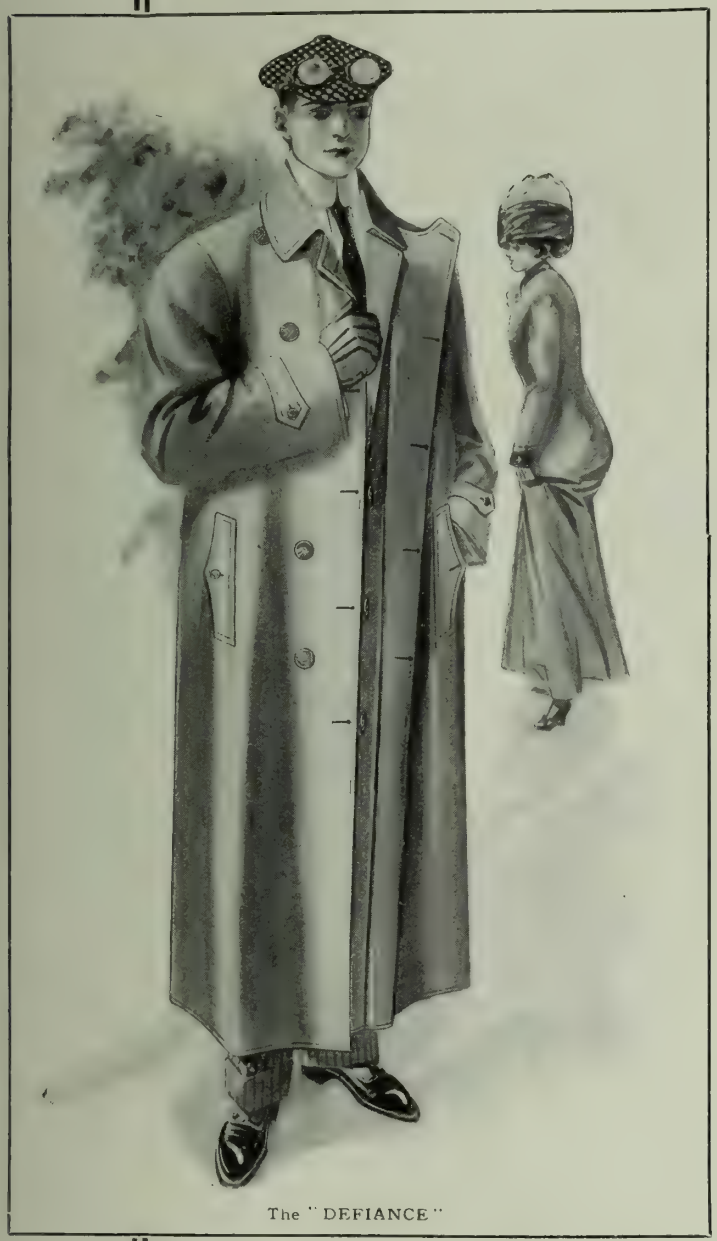
Paramettas in both double and single texture figure largely in the manufacture of men's waterproofs and motor coats for the coming season. Whilst these in the past have come much within the range of imported goods, such conditions are destined to change materially as time goes on. Since Canadian rubber manufacturers are now placing several lines of such goods on the market, and while many grades of material will be utilized and placed before the pub-



Three Fall shirt designs shown by John Forsyth & Co., Berlin. The middle shirt illustrates the short stiff bosom style, which is coming into favor. White and blue stripes are strongly featured in these designs.

MEN'S RAINCOATS

For Your Particular Customers



The "DEFIANCE"

OUR stock comprises the most complete range of Men's Raincoats ever shown in Canada. Made of best materials that hold their shape.

For wet or fine weather. They always have that smart appearance, because they are made right, fit right and look right.

We are specializing in auto coats. Our Defiance is a very popular line.

Drop us a card to-day and tell us your wants in this line.
If it is new, we have it.

Canadian Consolidated Rubber Co., Limited

Executive Offices : : MONTREAL, P.Q.

BRANCH OFFICES:

Halifax, N.S.; St. John, N.B.; Quebec, P.Q.; Montreal, P.Q.; Ottawa, Ont.; Toronto, Ont.; London, Ont.: Brantford, Ont.; Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask,; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.; Victoria, B.C.

lic, it is estimated that the finer grades will prove the most satisfactory sellers.

Some of the double texture parametta cloths are quite heavy, while hot weather dust coats have a fine silky outer surface, but are so rubberized within as to make them thoroughly waterproof should the wearer be caught unawares in a shower. They are shown in all the lighter, dust-resisting tones of grey, grey-green and fawn, either in the plain shades or in broad invisible stripes, the rubber side of the single texture being printed in fine patterned stripes of contrasting shades.

The motor coats for the most part are full-cut, with the talma, or vertically slit pockets and turn down Prussian collar, and are triple fronted, buttoning first straight down the centre, with a very broad front panel fastening down the side from the shoulder.

The regular rainproof coats are either single-breasted or double-breasted, only a very few being made to buton with a fly. Prussian or college collar are the favorites, and on these either the square or talma pockets are used, one being favored about equally with the other. Storm cuffs are a feature of these new garments, when such are required. They are inner cuffs, either snugly fitting, or gathered closely about the hand and held with a socket fastener, and have been designed chiefly for driving purposes, to prevent the rain getting down the sleeve.

The stock sizes are all long, measuring from fifty to fifty-two inches.

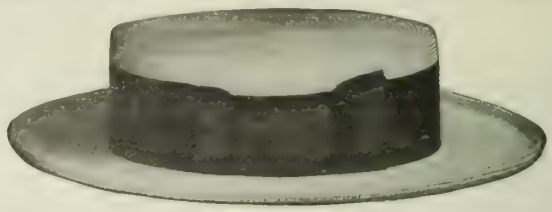
New Hats Well Received

Good Business in the Smart Dressy Felt Shapes for Spring—Cap Styles on Rational Basis—Will Coronation Affect Silks.

The Spring hat season has brought a fairly large demand for the new telescopes with pencil brim, wide band and reasonable crown height. The colors most in favor are the light and dark steel and pearl and the cedar shades of brown. Smart trooper shapes have also figured well in the running. The new derbies with low crown and wider brim than usual represent a change in style which appears to have been welcome, although the extreme shapes are not being very seriously considered. This is, of course, characteristic of the Canadian trade. It is difficult to gauge the extent of trade by one single style, however, and in cities where the college youth has his being, the small dressy shapes are in good demand. Boys' soft hats on the telescope order with snap brims and in fact all of the smart shapes in crush hats have been well taken.

The straw hat season will soon be opening up and the opinion is expressed that shapes with fairly wide brims and pencil curl, the effect being that of the telescope but with crowns plain, will take a good position as they represent what would seem to be an acceptable departure from the ordinary. There will be a good run on snap brim straws of the panama class for young men and boys. In fact some of the season's panamas are decidedly natty, following as they do the lines of the smart felt shapes. This change should increase the scope of panama and other soft straw sales. The opening of the outing and recreation season should create a lusty demand for the new golf caps in latest worsted and tweed patterns. Any changes in cap styles that have recently been introduced have been of a sensible character and the retailer has not been overcrowded with short-lived fads which leave him in doubt as to his placing. This is a danger that should be guarded against by the cap trade. At present, business is being conducted on a fairly rational, rather than a speculative, style basis which by no means deprives the retailer of smart, salable lines, but gives him confidence in his market. This is the result of close study of Canadian demand and appreciation of its limitations.

A large United States manufacturer, deploring the fact that the rapid changes in women's millinery



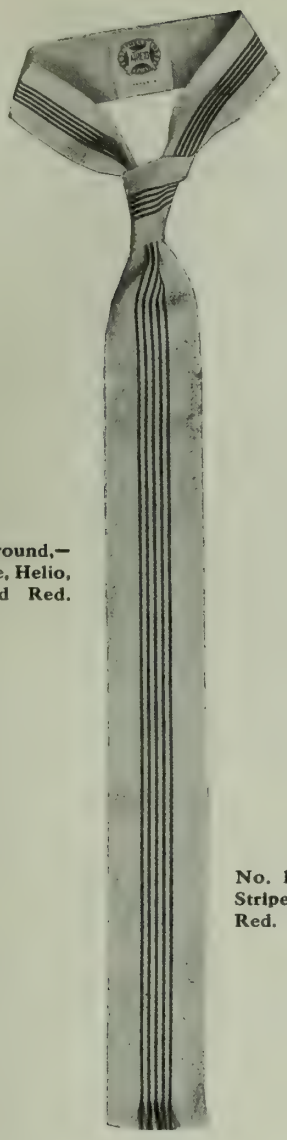
Straw hat with fine pencil curl brim, similar to new telescope, only plain crown. Made in split and Mackinaw braids Shown by Fried Grills & Co., Toronto

were gradually becoming apparent in the men's headwear demand, had this to say with regard to conditions on the other side of the line:—

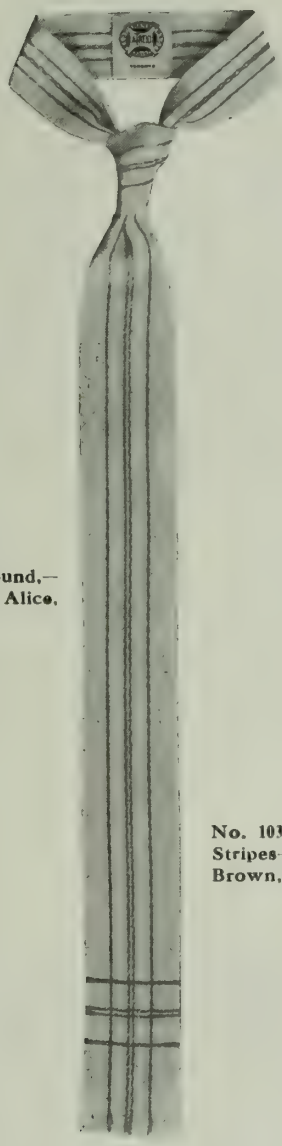
"It is not so long ago that a golf cap line meant a line of golf caps, and consisted of a medium block with a neat silk lining. It was shown in a large variety of modish fabrics and a retailer could safely place his order, approximately, for the number of dozen fancies he expected to use in the season, and so many dozen serges. If for some reason or other his sales force did not succeed in clearing up the stock during that season, what was left was worth 100 cents on the dollar for the next season. Not so to-day. A year ago the gol cap fitted closely to the head. There was a small, round front on it, and some of the 'Bulldog' shapes sold could have been cut from one yard of goods to the dozen. This was a fad for a very few months. They were all sold with silk linings. Within three months a run was started on a long, fairly good-sized golf, lined, carrying a 2½-inch vizor, bent almost in half, and made a freakish cap. They sold for awhile. Following this there were two or three more distinct styles and changes in the golf line, until to-day, just a year since the 'Bulldog,' we and all other manufacturers are doing a large percentage of the business on an extreme full-crown golf, with a large, square front, a cap taking over 2¼ yards to the dozen.

"A merchant can no longer buy his golf caps for a season and be safe. He may select in April a big shape, and by October, when he gets them in, finds the demand existing for small shapes. To-day the best merchants are ordering their golfs made taped for Fall and Winter and with leather sweats, so that the merchant who finds a few dozen left on his shelf of last season's block with linings in them might as well consign them to the junk pile. This surely is a bad state of affairs for the retailers and no better for the manufacturers, as it simply forces the retailer to hold back his order until very late in the season for fear the style will change. We hear a great deal of the advisability of a merchant cleaning up his stock every season. But how can he possibly do it when early in the season he buys possibly twenty dozen of the best selling style the manufacturer

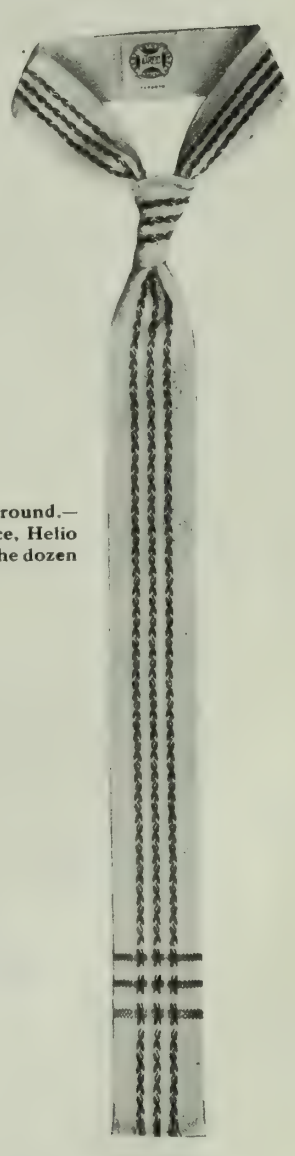
WE illustrate here three novelties in tubular washable four-in-hands. No other style gives the service and satisfaction for wash neckwear as do tubular cravats. These designs are original and exclusive with us.



No. 101, White Ground,—Stripes—Black, Alice, Helio, Brown, Navy, and Red. $2.25 the dozen.



No. 102, White Ground,—Stripes—Black, Helio, Alice, Red. $2.25 the dozen.



No. 103, White Ground.—Stripes—Black, Alice, Helio Brown, Red. $2.25 the dozen

Send us an open order, stating style numbers and colors, before these trade-winners are gone.

A. T. REID & CO., Ltd.

TORONTO

Plain Shades in Silk Neckwear are What is Wanted

REID'S REAL BENGALINE	REID'S SILK REPS	REID'S SILK BARATHEA
25 Shades	15 Shades	20 Shades

offers, and three months later is confronted with a new freak shape in his neighbor's window? This idea should be stopped. We can make new styles every season, and of course show all the new fabrics, shades and colors, but let us at least adhere to a safe and sane policy as regards style. We need not necessarily run the same shape for years, but we should try to protect the retail merchant from loss by not running in a new freak shape every three months. If we do not do this the time will surely come when it will be extremely difficult for the salesman on the road to book future orders."

In hats, as in almost every other department of men's wear, the coronation is likely to have some style influence. The silk hat will undoubtedly be brought into greater prominence in the trade in England, although it cannot be said to what extent the Canadian demand will be affected. Some authorities say that there will be no perceptible change, while others, who cater to the exclusive, high-class trade, declare that the silk hat will take a place in the demand that it never knew before. They point out that in England there are many occasions on which the silk hat is considered an essential of correct dress, while in Canada men ignore it if they can possibly get along without it. The coronation vogue is likely to cure this sartorial shortcoming to a great extent. The Hatters' Gazette quotes the "Coronation orders" and interprets their significance to the hat trade as follows—

"Coronation Orders. — Gentlemen: Uniform or Court dress, or, if preferred, morning dress with black frock coats.—The foregoing intimation from the Earl Marshall to the Speaker of the House of Commons regarding the regulations as to the dress of the members attending the Coronation in Westminster Abbey is fraught with vital importance to the hatting industry of this country. Although not dealing directly with hats, yet all who know anything of the natural sequence of one part of man's attire to the other will immediately perceive that a tremendous impetus will be given to the sale of silks from the above-quoted announcement.

"It practically amounts to very little less than a Royal recognition of the silk hat. It is but a short time since the attendance at any Court ceremony necessitated the wearing either of a uniform with military headdress or the Court dress with the usual cocked hat. This order is now obsolete, and the frock coat has replaced the formal dress, if preferred by the wearer."

Promising Outlook for Boys' Wear.

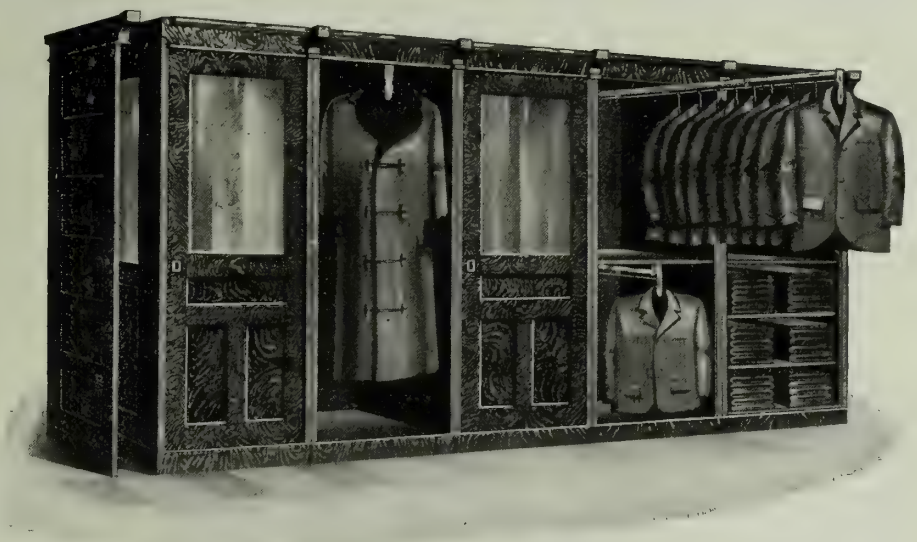
It is anticipated that the present season will be a record one in all lines of small boys' wear. Stocks of the lighter weights are now being opened up and the enquiry for garments built on neat, not-over-conservative lines is developing nicely. Some demand has been noted for boys' wash suits and this seems to be a department which manufacturers should consider seriously with a view to satisfaction of a certain demand. The great bulk of these goods is now imported. The growth in the children's wear department seems to suggest the wisdom of greater specialization here.

Reefers, Norfolks, Busters and different blouse effects have all been well stocked by farseeing departments. Blues, greys and tans somewhat on the khaki order predominate. The demand to-day shows little encouragement for faddish effects in small boys' wear, and it is likely, therefore, that the coming Fall will show marked favor for orthodox styles in plain fabrics.

Some merchants make a forte of "dollar" gloves, and rightly so. The profit, however, is generally better on the better lines, not forgetting the increased help to turnover and sales. While the suggestion is applicable to every line in the store, gloves, particularly, seem to offer the opportunity for selling better grades. Salespeople properly advised to such effect will offer better makes first, understanding that the advertiser is using "dollar" lines, as a medium for directing business to the glove section.

Hat window by J. A. MacNabb, with L. J. Applegath & Son, Toronto. Background of mirror and cream sateen. This window is a good index to popular styles in men's hats

Build up Your Business by the Jones Unit Wardrobe System



The Jones Wardrobe, Style A and B

THE UNIT WARDROBE.

The only system of storing and displaying clothing that has stood the test of long usage.

The Jones Unit Wardrobe with the Bates system of carriers and hangers, saves the greatest amount of space, stores the most garments, and allows a clerk and customer to every size or style carried in stock.

Made in Double Deck, Style A, or Single Deck, Style B, to be placed against the wall; or Single Deck, Style C, for centre of floor.

Built in Units, so that one or more sections can be purchased at one time, and be added to as your business increases, which is certain with this system

The Jones Wardrobe, Style C.

SEND FOR CATALOGUE D.

JONES BROS. & CO., LIMITED,

Wardrobe Builders,

29-31 Adelaide Street West, TORONTO, ONT.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsteis are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

Coronation is the Trimmer's Opportunity

Many Effective Trims Possible for the Men's Wear Store and Department — Suggestion Employing the Coat-of-Arms With Good Effect And At No Very Great Expense — Firms That Are Bound to Attract Attention

By H. J. Rutherford, Koester School.

WHAT an opportunity for the Canadian window trimmer to make much of in the window displays, because no event in a nation's history causes more world wide comment than this one; and perhaps none has a greater effect on dress. Preceding this occasion, note how the royal colors are brought to the front in many articles and lines of wearing apparel for both men and women. Therefore, the decorator who directs attention to the event with some appropriate decoration in the show windows, no matter where located (for this event is recognized around the world) will get the attention of the public to the windows, and he will be looked upon as up-to-date.

Our sketch is intended to help in this direction. In building, it can be carried out simple or elaborate as the appropriation and the standing of the store permits.

The center piece, the coat of arms of the United Kingdom, is posed to extend two feet above the line of background. If expense is not regarded, this can be molded out of papier mache. It should be tinted as follows: The lion, natural tan and brown; the unicorn, grey, blending into white, with black mane, tail and hoofs.

The crown and chain on the unicorn, also the crown on the lion, and border of the belt, the inscription on it, and the figures on the escutcheon in the center are gilded and the colors back of this should be true to detail as in the national coat of arms.

A simple and less expensive way is to cut this out of beaver board or compo board and tint, to bring out the lines and shades; posed at each side are shields containing bas reliefs or litho pictures of the king and queen. A ribbon sign mounted above contains their names. This ribbon continues down below the coat of arms, forming a connection with the figures at the sides and serves admirably as an announcement of the intent of this special display.

Flanking the shields at both sides are thick clustered sprays of foliage associated with the several countries in the Kingdom. The thistle for Scotland; the shamrock for Ireland; and the rose for the Mother Country. If the window is sufficiently lighted and the street is wide enough to overcome reflections from across the way, a dark background of royal blue, purple or red would be appropriate to back this, if not pose ahead of a white background or mirrors.

Neat Effects in Fancy Vestings.

While the early Spring season brought a fair demand for fancy ready-to-wear vests, the aggregate business in these lines is reported in some quarters to have fallen off. One dealer ascribes this to the frequent changes in style of men's clothing and the fact that the average man is going in for a suit each season instead of one a year which was largely the case formerly. He therefore is inclined to ignore the fancy vest to a certain extent. However, the very neat patterns shown are no doubt accountable for the present demand. Grey and white, grey and black, worked out in fine stripes, seem to be strong favorites and, in fact, anything grey or that conforms with the vogue for quiet colorings is good. Some champagne shades have also been taken in light fabrics. A Coronation novelty takes the form of a plain ground with diminutive gold crown. This was shown in a very exclusive shop and not likely to become a feature of the trade. Where patterns are shown on plain grounds such as this, they are very small and suggest no departure from the preference for inconspicuous lines.

Coronation background, making effective use of Coat-of-arms.

Corliss-Coon

Soft Collars

Complete lines at $2.00 and $1.10 the dozen *White and Colors.*

Sizes 12 to 16½.

Round and Square point styles.
Packed in individual paper envelopes.

Name of Collar	Material
RUNABOUT	White Luxury Silk
HARVARD	White Pique
YALE	White Luxury Silk
COLUMBIA	White Poplin
CORNELL	White Mesh Weave
AMHERST	White Stripe Madras
UNIVERSITY	4 Colors Luxury Silk
SPECIAL A	White Luxury Silk
SPECIAL B	4 Colors Luxury Silk

All styles boxed in solid colors to the dozen

UNIVERSITY made in the following colors: Slate, Tan, Lavender, Blue.

SPECIAL B made in the following colors: Slate, Tan, Cream, Blue.

Samples promptly submitted upon request.

Corliss, Coon & Co.,

Makers of "Better Collars"

New York, Chicago, Boston, Baltimore, St. Louis
Factories and Laundries: Troy and Cohoes, N.Y.

ESTABLISHED 1838 SEVENTY-THIRD YEAR

K K

You will sell more

Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.

Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

K K

How Would You Reply to this Customer?

Customer—I have never paid that much for a neck-tie. I'm afraid you're too high-class for me. A cheap tie wears just as long as a dear one. I hardly think I'll buy anything to-day.

HERE is a case where a customer has either misunderstood the merchant's emphasis on the words "high-class," or the salesman has failed to size up the customer correctly.

This customer had entered the store with the fixed intention of buying a cheaper article than that shown him. Probably he had never spent more than 25 cents for a neck-tie.

The salesman, in keeping with the standing of the store had immediately shown him values beyond his customary price limit.

There are people who become difficult when confronted too suddenly with the term "high-class." They have to be brought along gradually. A skillful salesman could probably induce this man to take a better article and convince him that he had gone to the right store to buy his neckwear.

How would you handle this situation?

For the three best answers, the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

YOU ARE RIGHT—

When it comes to Men's Neckties, only—if your stock includes a full assortment of colors in "N. T. VELVO."

"N. T. VELVO" Is Guaranteed

as the strongest and the toughest cravatting made. It is pin-proof and non-crushable.

Therefore see that "N. T. VELVO" is on every scarf,
And
Accept
No other
As
Just as
Good,

For "N. T. VELVO" has no equal.

Eighteen Parisian Colors
Sold in three styles:—

No. 368. Large Imperial, modelled to tie in small knot for close fitting and fold collars. Price $6.50, less 10%.

No. 376. Four-in-hand, 1½ x 48. Price $4.50, less 10%.

No. 383. Batwing tie, 2-inch. Price $4.50, less 10%.

ORDER TO-DAY

NOVEL-TI, LIMITED
PETERBOROUGH, CANADA

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA
BDA
THE BEST ITALIAN LININGS BEAR THE
KIRK
STAMP AS BELOW:
BDA
KIRK'S PERMANENT FINISH †
There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.
(1) The Original
'Permanent Finish.'
(2) 'Velper' (Reg.)
The Velvety Permanent Finish for those who prefer a soft handle.
KIRK'S
PERMANENT FINISH

BDA (Copyright)

Showcards or Booklets if de ired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

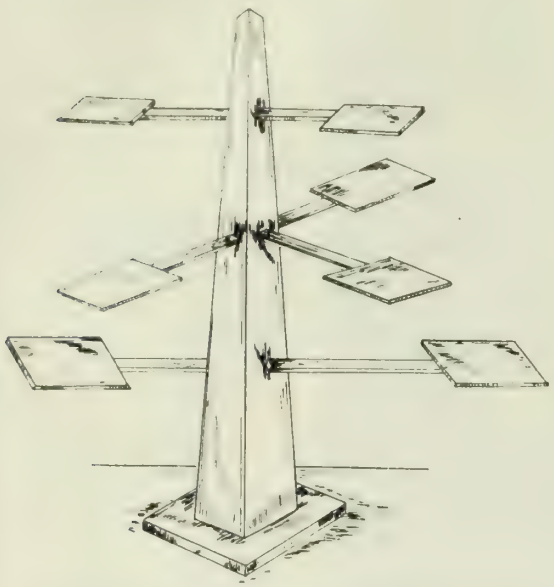
THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street BRADFORD

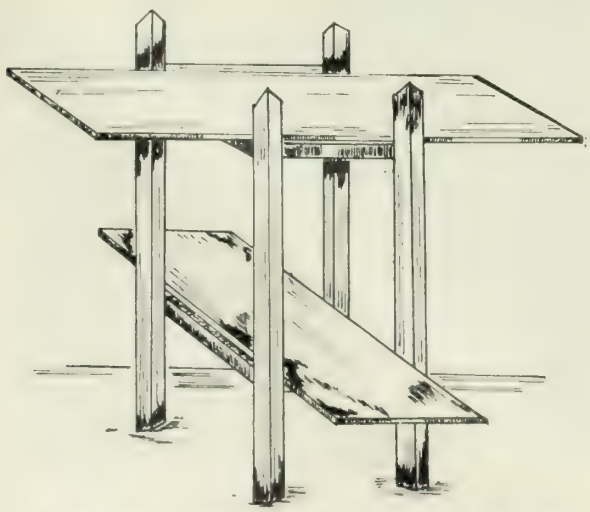
Stands That are Easily Made

Four Useful Fixtures for Displaying Men's Wear — An Adjustable Pyramid Fixture — A Unit Table.

Four new stands, which are used as a means of quick display by trimmers who suggested them are illustrated. Any one of these stands can be quickly made and used to display almost every line in a men's wear or dry goods store. They can also be made by any trimmer and the ideas involved may be introduced in connection with other display fixtures already used in the decorator's department. The "pyramid" and "table" are generally finished in mission or mahogany to conform with backgrounds.

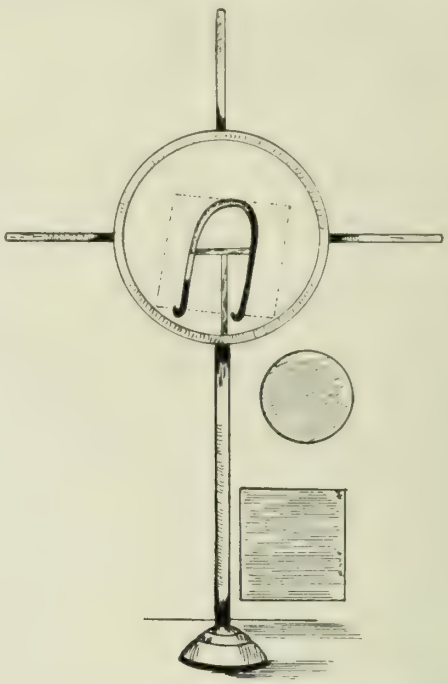


No. 1.—Pyramid fixture used for assembling different displays. Arms and squares are adjustable. Used by H. Robinson, R. McKay & Co., Hamilton.

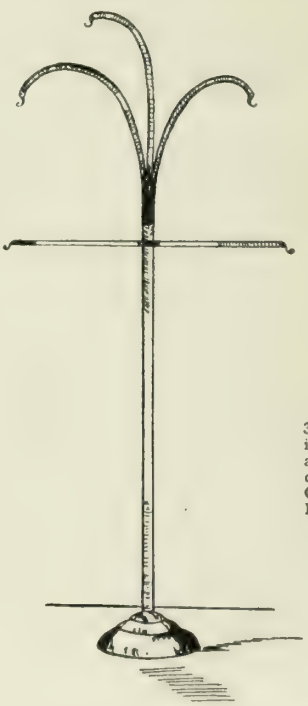


2.—Table stand with adjustable panels used in men's wear unit display. Also suitable as a sale table. Seen in "The Apparel Centre," Hamilton.

Stand No. 1 or pyramid fixture enables trimmers to assemble blouse forms or accessories in a manner that will fill an ordinary window. It is usually about five feet high and the arms, owing to their length, are adjustable to any position desired by the trimmer. Small squares, about 6 x 9 inches, are also adjustable to any distance along each arm projection. If glass plates are used, notions, neckwear, gloves and accessories can be quickly assembled. An easy parasol display is at once suggested. This stand is used by H. Robinson, with R. McKay & Co., Hamilton.



4.—⅜ inch and 1¼ inch brass rod and adjustable to any angle in centre of circle; by using circle or square boards a good shirt stand is made. Suitable for all kinds of men's furnishings. H. C. McDonald, Murray-Kay, Limited, Toronto.



3.—Made of ⅜ and 1¼ inch brass rod. Suitable for all kinds of accessories. Used by H. C. McDonald, Murray-Kay Co., Ltd., Toronto

No. 2 or table stand is suitable for men's wear units and is about 30 or 36 inches high. Supporting uprights are ½ inches square and about 12 inches apart. Necessarily the centre boards are

Hymo

¶ Sartorial art can accomplish much, but the skill of the best cutter is often frustrated by an ineffective interlining.

¶ Hymo insures smoothness and elegance, as it obviates the tendency of a coat to furrow or cockle and hence every member of the tailoring profession who has experience of its merits bears testimony to the value of this discovery.

¶ Hymo has established the reputation of many a tailoring firm, it is unshrinkable and has no stiffening; when it is used its wearers come again and recommend their friends to visit the establishments which turn out garments that always retain their smart appearance.

GUARANTEED NOT TO CURL

Obtainable from all High-Class Wholesale Houses.

Look for the Trade Mark stamped every five yards on "Hymo" Cloths. None genuine without.

Agents for Canada

GREEFF-BREDT & CO.

60-62 FRONT STREET TORONTO

Sole Manufacturer

James Hymans

(Wholesale Only)

8 and 10 Crescent Minories, London, England

SAMPLES ON REQUEST

about 10 x 36 inches to maintain a right appearance or balance. There are many display uses for this stand, and it can be pressed into service occasionally as a "sale" table. It is used in "the apparel centre," Hamilton.

In stands 3 and 4 similar ideas are shown, and trimmers can make both by using ⅜ and 1¼-inch brass tubing and discarded bases from broken stands. In No. 3 a stand suitable for handbags, belts, gloves, etc., is made by inserting 3 of the smaller tubes which are bent in any desired semi-circular shape into an upright. These are soldered in place, as well as a 24 inch cross piece, as shown. They have, however, to be made in different heights in order to gain perspective.

Fixture No. 4 introduces an adjustable fixture in the centre of the circle, which can be used to hold circle or square board shapes for displaying shirts, socks or men's wear. These last two stands are used by H. C. McDonald, with Murray-Kay, Limited.

Extracts from Bright Ads.

You'll like our clothes, because others have.

* * *

We do not presume to dictate. Our styles do.

* * *

Bring in the boys and try on some of the new things.

* * *

Clothes that are a revelation in style and supreme in quality.

* * *

Dress to impress others and express yourself in personality.

* * *

We take care of the quality and the price takes care of itself.

* * *

A man's clothes express just him and should express him justly.

* * *

We want an opportunity to show you the fine points of our tailoring.

* * *

It has been aptly said that, "A gentleman bred dresses his feet before his head."

* * *

Quality, individuality and size—no matter what size or type you are we can fit you.

* * *

Suits that please the eye, fit the form and suit the purse, for men, boys and children.

* * *

If you require a line to withstand the unusual wear of a healthy lad the chance is here.

* * *

Our clothes will be appreciated by men who know stylish, good-fitting garments—the uncommon kind.

Your individuality is preserved throughout even to the extent of buying only a few garments in each patterns—sometimes only one.

* * *

The man of the hour is as particular in every detail of his personal comfort and appearance as he is in the details of his business life.

* * *

Let us assist you in the selection of your Spring and Summer hat. We know you are particular and we will take care to see that you are suited.

* * *

We show new motoring coats of baloon silk (a fabric that repels rain as readily as wind and dust) in styles with and without large sailor collars.

* * *

There is just that little undescribable difference in the character of the clothing sold here that make the men, who wear it distinctive, as good dressers.

* * *

You can spot a man of character at a glance. Our clothes express individual character. They make you think more of yourself when you wear them.

* * *

Distinctive jewelery for gentlemen—neat jewelery marks the man of character and thought—a man who has been in touch with things dignified and real.

* * *

Classy new furnishings for men for summer wear. A rummage through your wardrobe will rereveal many things you need for the coming warm days of summer.

* * *

It is a significant fact that the demand for good clothes is growing every day. People appreciate quality and an intelligent effort is made to meet and serve best these demands.

* * *

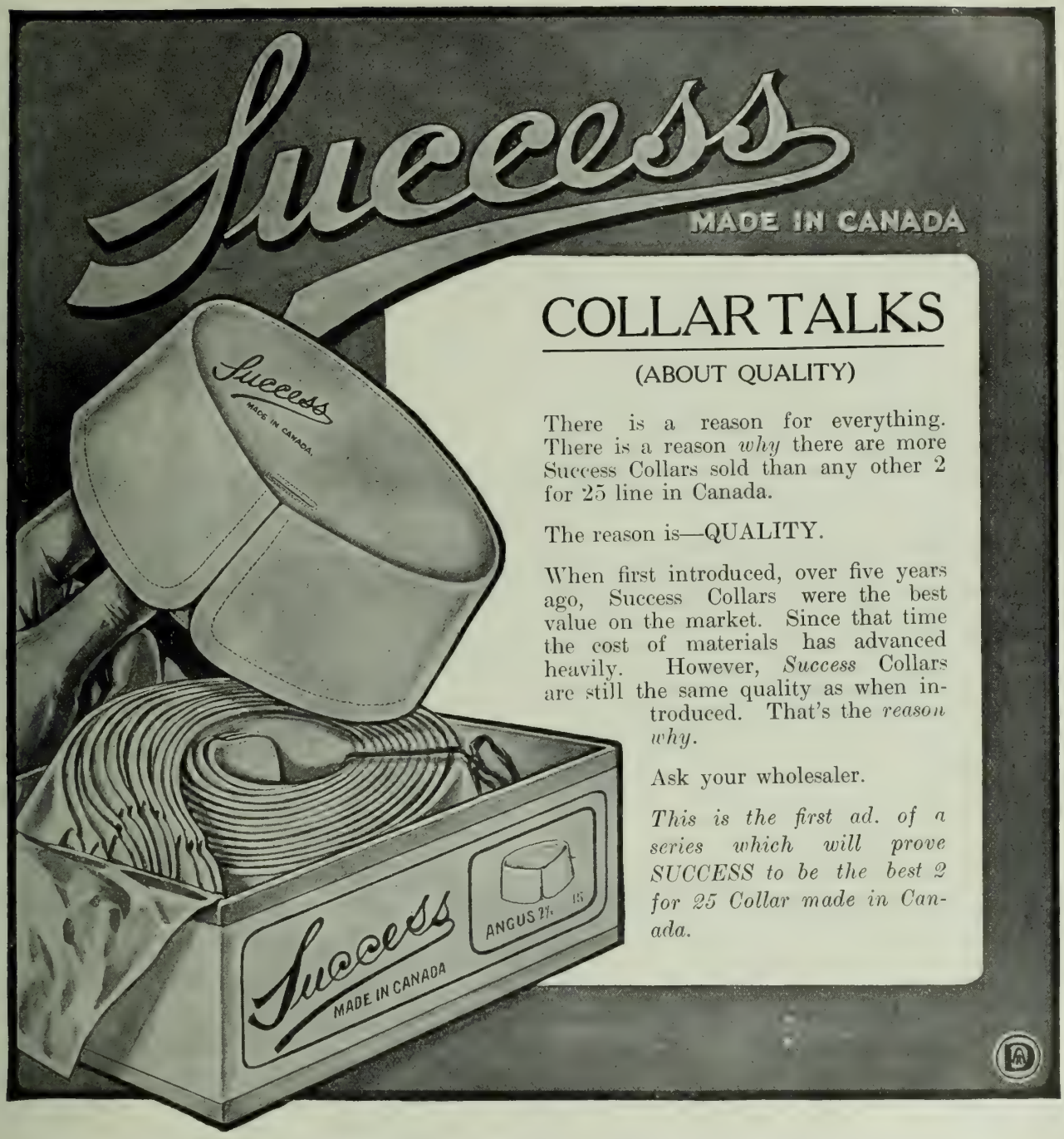
New clothes for boys' wear is productive of more heart wrenches than parents think, unless they remember how it used to hurt them to wear the old suit and see their friend in a new suit.

* * *

Sixty years young. Our clothes are specially designed for men, who are younger in spirit than in years. Elderly men of refined tastes and conservative manners appreciate the quiet lines of our garments.

The careful craftsmanship and master tailoring with style, which is built into every garment puts these suits and overcoats head and shoulders above everything else but the individual productions of the best custom tailors.

Those who know good clothing can see it at a glance. These garments have been made for us by the highest class tailors in the land, from our own specially selected cloths. Our written guarantee is given with each sale.


Success
MADE IN CANADA
COLLAR TALKS
(ABOUT QUALITY)
There is a reason for everything. There is a reason *why* there are more Success Collars sold than any other 2 for 25 line in Canada.
The reason is—QUALITY.
When first introduced, over five years ago, Success Collars were the best value on the market. Since that time the cost of materials has advanced heavily. However, *Success* Collars are still the same quality as when introduced. That's the *reason why*.
Ask your wholesaler.
This is the first ad. of a series which will prove SUCCESS to be the best 2 for 25 Collar made in Canada.
Success
MADE IN CANADA
ANGUS 2¼ 15

The Canadian Converters Co. Limited.

First Essentials of Successful Retailing

The Percentage of Cost on Total Sales — The Percentage of Profit on Sales — How it Works Out — The Inventory Should Not Have the Benefit of Every Doubt — The Importance of Location

By Howard R Wellington

TWO stores situated in different towns of about equal population may apply entirely different methods and yet the business of each will be successful; in fact, two stores situated in the same town may pursue an entirely different policy and yet each may be equally successful. Stores handling only cheap merchandise have made great successes, while stores in the same place catering to high-class trade have shown large profits.

A small store carrying a very exclusive line of merchandise may pay a larger dividend than a large store doing four or five times the business.

Choose Location Wisely.

Some may say that situation has a great deal to do with it, but the instances are not rare where a store on a side street or away from the main thoroughfare has built up a large and profitable trade, and, in fact, has been the means of inducing other stores to locate in the vicinity.

The successful retailer must above all things have good sound judgment—as to location, and when located it is very necessary to carry the line of goods which people of that location demand. The argument is recently put forth that the retailer can educate his customer to buy what he has to sell, it being understood, of course, that he has a superior article to sell. This may work out in time by using a considerable amount of tact, but if the customer cannot get what she or he asks for repeatedly, the result will be that such a customer will go where it can be obtained.

Your Business Must Grow.

Keep a record of your sales, day by day, week by week, and month by month, and making some allowance for extreme conditions, your business must grow. Nothing pleases a merchant more to see week by week that he is ahead of last year's record, and rightly so, for if he did not go ahead, he would likely go backwards.

The Unprogressive Retailer.

There is no place now for the merchant who is not progressive. It is just as essential for the merchant in the small town as for the city merchant to keep abreast of the times. You must do things a little better than the other fellow in order to induce customers to patronize your store. Service is the keynote of a successful business.

The Cost of Doing Business.

The percentage of cost of doing business on total sales for a period varies from ten to twenty-five per cent. In an ordinary jobbing house, an average of ten per cent. is figured for selling, and in addition to this, the office and warehouse expenses may run as high as eight or ten per cent., bringing the total percentage up to about what it would cost an ordinary retail store to conduct a business.

In a Small Place.

A small country store, when the employer and probably one or two clerks conduct the entire business, the turnover not being very large as compared with a town store, the cost of conducting the business might not run more than ten per cent., the reason being that such items as advertising are dispensed with, small rents are paid, and also small salaries.

In a Large Place.

In large places, rents are higher, items of expensive help, advertising, etc., all tend to make the percentage considerably higher, but naturally the turnover is considerably larger. The average cost, however, is from eighteen to twenty-one per cent. on the total sales.

A merchant should strive to do the largest possible business on the smallest possible capital with the least expense, adding what can be ascertained as a reasonable profit.

How Much to Add for Profit.

No set rate of percentage can be laid down to add to cost of goods in order to arrive at a selling price, which will not only pay expenses, but will leave a nice margin of profit. An average of about thirty-two and one-half per cent. on sales is about the usual rate, or about forty-five to fifty per cent. on cost.

An illustration:—

Annual sales	$ 40,000
Annual expense (on sales)—20%	
Cost of goods on hand at start and purchased	26,000
Cost of goods on hand at finish	6,000
Percentage of profit added (on sales)—30%	
Trading account:—	
Stock (at start) and purchases	$ 26,000
Expenses	8,000
Profit	12,000
	$46,000
Stock (at finish)	$ 6,000
Sales	40,000
	$46,000

The Inventory.

Don't add ten per cent. to your inventory at cost every year. It will not pay to do this, as sooner or later you will come to grief. The practice is not common, but it has been done.

Do not strive to make your business show a splendid year by giving your inventory the benefit of every doubt.

If any goods have been carried over, possibly for two or three years, and are not staple or slow sellers, cut the inventory price down to rock bottom, away below cost, if necessary. Your business will be in a much healthier state, and while you may not feel elated over the profits for the present year, you will benefit later on, and remain in business, when the other fellow, who has been boosting his inventory, is obliged to discontinue his business.

CASH'S

(English Manufacture)

Real Poplin Tubular Neckwear

(Pure Silk and Wool)

made in narrow four-in-hands, also 1½ inch loom shaped four-in-hands. Shown in 66 solid shades and large variety of fancy patterns.

CASH'S

(English Manufacture)

Fine Cotton Tubular Neckwear

Sample cards show over 500 colors and patterns.
Prices range from **90c. per doz. up,** laid down Montreal.

J. & J. CASH, LIMITED

100 Chestnut St., South Norwalk, Conn., U.S.A.

Montreal Office, Room 42, 301 St. James Street

Send for Sample Cards and Information to our MONTREAL OFFICE, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

WHAT THE BOY LIKES

THE PARENTS WILL BUY

Consider these Prices

Prices from
$6.00
to
$18.00
per dozen.

All correct patterns.

Prices from
$2.25
to
$6.00
per dozen

for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.

SPECIAL FACILITIES FOR MAIL ORDER BUSINESS.

"The Jackson Bloomer"
LION BRAND

BOYS' BIG BLOOMER PANTS

THE JACKSON MFG. CO., CLINTON

Factories:
CLINTON GODERICH and EXETER

For Rough Wear

or outing use, no shirt will give the same satisfaction as

THE

DEACON SHIRT

For Men and Boys

You will be a wise drygoodsman if you are ready to meet the demand of this trade with the "Deacon."

The "Deacon" is made of the toughest known shirting, cut roomy for comfort, and double-stitched throughout. All buttons are strongly sewn on.

Give the "Deacon" prominence in your store. There is a steady year-round demand for these goods. See our new range.

THE DEACON SHIRT COMPANY

BELLEVILLE, - - - ONTARIO

Combination of Plain and Fancy Cards

Odd-faced Boards May be Effectively Used With Harmonizing Plain Mats — Where Catchy Phrasing is Necessary — How to Secure Some Unique But Very Attractive Results

By J. C. Edwards, with A. W. Cressman, Peterboro.

THERE is a feature in the air brush work in show card writing which has lately been introduced, not in connection with the lettering of the card, but in the making of the cardboard itself. This is a secret process which has been used for some time to give cardboard the appearance of irregularity of face or a stone effect, varying from that to a mottled or marbled appearance.

This cardboard can be used alone or in combination with plain shades which, when lettered nicely, gives a rather unique appearance to a card sign. The judicious combining of shades is absolutely necessary in this style of card; fancy grey must be placed with a plain grey of the same tone. A cold stone grey must not be allied with a warm brown grey or any other shade which does not blend. Contrasting shades may be used so long as the tones are in harmony. This style of show card is not a good sale medium and should be avoided in all cases of that kind, but where an attractive window card is needed this variety makes a very good change. It is altogether different,

For our Easter windows this Spring we used a background representing a high stone wall and pillars, with a huge half-round drinking fountain protruding from the centre of the wall; somewhat of the order of decoration seen in Eastern countries.

You must depend upon catchy phrasing on this style of show card to hold the attention of the passer-by after the card itself has stopped him. Card No. 1, reading: "Old Sol may try to melt you," is made of a dark grey, mounted on a light grey rock face card; both being beveled, gives the card a finished look. The decoration is quite simple, the wording is not ordinary, and yet the reader introduces a certain light-weight Summer suit of tweed in a short, right-to-the-point way.

You will notice that the beveling of the centre card at least has the twofold purpose of giving the card a finished look and also of giving a distinction between the two cards. Especially is this noticeable in the card No. 2., "Right From Broadway's Glare," where two fancy cards are used in combination. This is made up of a brown tone card with a centre mount of light fawn. The effect is more than ordinary, and is sure to attract and promote sales.

The wording used breathes of style, the most essential feature of men's cravats, and that which the average man is attracted by, more than quality. The lettering is accomplished by the use of the No. 7 flat lettering brush and No. 2½ pen.

Card No. 3 next comes into the limelight, with its face of stone grey, surmounted with a refined shade of light mat grey board, finished with beveled edge. The wording of this card might be termed slang, yet cannot be said to give offence even to the most fastidious. It cannot help but attract the attention of the men, both young and old, and what more can one want; business is business, and the store that 'gets and holds' the attention of the public is the store that success will smile upon—the business place of to-day, not of yesterday.

The last card, No. 4, shows an inner oval of dark stone face grey, mounted on an oval of tan with beveled edge, which is in turn mounted on a light grey panel. The lettering is a light tan shaded with black in a brush stroke Roman, and the small reader is pen stroke Roman in white. The whole card is rather effective, both in make-up and wording. "Not all for effect" leads one to believe that there is more than style and general appearance in the goods shown. The reader then comes to the aid of the headlines with the statement that quality abounds as well as style.

The beveling of show cards can be done very nicely with the aid of a sharp chisel; many designs can be beveled like this that cannot be touched with the small beveling plane, which was used in the preparation of the cards for this article.

If You're In Wrong On The Suit Deal
We Can Help You Out Right. Come In.
Old Sol May Try To Melt You
Right From Broadway's Glare
Snappy Cravats For Knowing Men.

Show Cards by J. C. Edwards, Showing Unique Combination of Plain and Fancy Cards.

THERE'S NOTHING BETTER THAN

"Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

WET or FINE

RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

REG.D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

Here is a book on the Art of Advertising, by a Canadian author, which no

PROGRESSIVE MERCHANT

should be without. It contains LXXIX chapters, with over 500 original newspaper advertisements, and is in nine parts, dealing with such subjects as Newspaper Advertising; Supplementary Aids to Newspaper Advertising; Schemes and Selling Plans; Sales Advertising; Advertising of Specific Lines; Mail Order Advertising; General Advertising; Technical; Miscellaneous.

Price, $3.50 Prepaid
All Orders Payable in Advance

TECHNICAL BOOK DEPT.
MACLEAN PUBLISHING CO.
143-9 University Ave., TORONTO

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Agents for following manufacturers:

Young & Rochester, London, Eng.

SHIRTS, COLLARS, NECKWEAR, FINE FLANNEL PYJAMAS, DRESSING GOWNS and HOUSE COATS

Tress & Co., London, Eng.

HIGH-CLASS HATS—SILKS, FELTS, STRAWS. The "Tress" Cap is in a class by itself.

T. H. Downing & Co., Leicester

"ALPHA" UNSHRINKABLE UNDERWEAR "SUPERLA," "PES DUPLEX," ETC., HOSIERY

Cellular Clothing Co.

"AERTEX" and COTELLA UNDERWEAR, ETC.

SOLE AGENTS IN CANADA

for

"AQUATITE" Garments in Rubber-proof and Gabarbine.

ALL SIZES IN STOCK

Send for Samples.

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

Please mention The Review to Advertisers and Their Travelers.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire-proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue. Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

L. BAUMANN & CO.

359 W. Chicago Ave. CHICAGO

Largest Importers and Manufacturers

Send for Catalogue R

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Ideas That Are Worth While

Bulletin boards at prominent corners throughout the country and in the vicinity of railway stations were employed by an enterprising Ontario merchant. These bulletin boards were made of hinged frames into which, when opened, the card could be inserted and the frames then closed and locked. Bulletins were inserted in these frames regularly and helped materially to keep the agricultural community posted.

* * *

Prospective housekeepers are always attracted by the proposition by which they may have their new home equipped en bloc. This explains the attractiveness of the advt. or sign with a caption of this character:—"We furnish your house from top to bottom." A very successful advt. for the country districts is that which uses a suggestive home illustration and gives specific prices and other particulars.

* * *

Retailers find that it pays to make their ads. as instructive to their customers as possible. A western store, for example, conducted a series of talks on corsets, and gave them distinctive position in their advertising. These talks are appreciated by customers since they help them to buy more intelligently. The same idea might be adopted with advantage in connection with almost any line in the store.

* * *

Distinctive names for lines in which they wish to specialize have sometimes been used to good advertising purposes by retailers. One man who wished to give local importance to a new cap made from his own design, held a contest in which he offered a cash prize of $10 for the most attractive name applicable to the cap. He received scores of replies and brought the cap forcefully before the entire community. This man side-stepped the possibility of ill-feeling in connection with the award by leaving the decision to a vote of special committee.

* * *

A New York business man who has been eminently successful in establishing a large number of stores says that "Thank-you" has been the motto on which he has built up his enormous business. He once sent a telegram to every one of the firm's thousands of clerks, which read: "Did you say 'Thank you' to every customer you waited upon to-day?" He says that he has spent fifty thousand dollars in trying to impress this motto and all that it means upon salesmen, and that it has proved a great investment.

* * *

One retail store finds that it pays to put on, three times a year, special sales of five and ten-cent lines. A large table is placed in prominent position in the store and over it is the sign: "Any article on this table for ten cents." The first of these sales is in the dull days of January and February, the second, in May and June, and the third, in August and September. They are opened on the 15th of one month and close on the 15th of the month following.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers. Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade

The G. A. Tranter Co.

Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicat eCut Company

18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

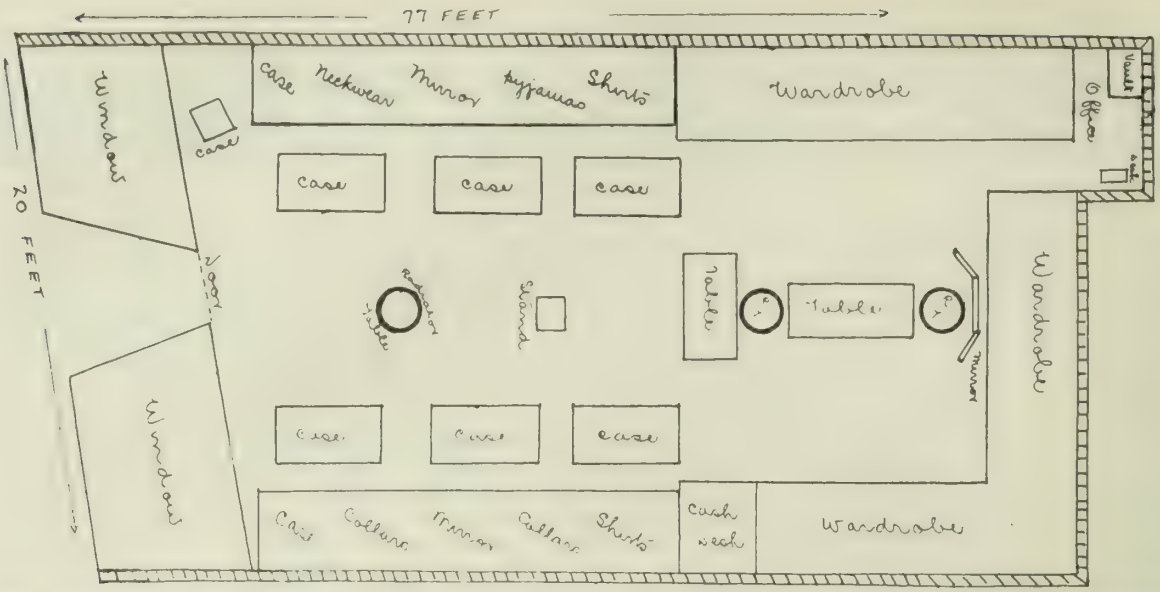
MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

19 Passage des Petites Ecuries, - Paris, France



Floor Plan of the "New Apparel Centre," Hamilton, Showing Location of Windows and Arrangement of Cases, Wardrobes and Store Facilities. Interior Dimensions 20x77 Feet.

New Apparel Centre

Re-opening of Exclusive Men's Wear Store, Hamilton—Substantial Fixtures and Color Scheme Suggest Class and Quality of Stock.

In connection with the opening of Alfred Temple's "New Apparel Centre," James street, Hamilton, a unique individual color scheme greatly enhanced the appearance of an interior which in every respect represents high ideals in men's wear merchandising.

Pumpkin yellow silk-covered walls and light chrome ceilings form a suitable setting for substantial cases and fittings made of quarter-cut oak on marble bases. Especial attention is directed to the beamed ceiling design, which is the original idea of Mr. Temple. Display units, curtains, draperies and individual store cards match the interior decorations. Yellow daffodils were also used at opening time.

The opening was held on Mar. 25th. Suitable card advertising and a personal invitation proved of interest to Hamilton customers, who showed their appreciation of this new store by their presence in large numbers.

Information regarding different sections of importance, as well as references to favorable buying connections, which tend to exclusiveness and style, as found in "smart shops" and especially in "The Apparel Centre" was given in an interesting way

"New Apparel Centre," Hamilton, an Exclusive Men's Wear Shop. A Pleasing and Conforming Color Scheme is Carried Out. Substantial Fixtures and Convenient Display Cases Are Used.

through the special advertising. Twenty-five hundred invitations were issued. Music was provided afternoon and evening.

Two improved wall cases have been installed, combining display space, shelving, mirrors, drawers and reserve stock lockers. In these cases the bases project 12 inches, affording extra counter room. Mirror backgrounds also make striking unit displays possible in the plate tops of these bases.

Shelving in the base of the wall fixtures is another innovation of Mr. Temple's, and introduces sliding panel plate glass doors. Reserve underwear, pyjamas, negligee shirts and such articles are kept away from dust without being wrapped in unsightly packages. Drawers are divided into six suitable compartments for stockings, ties, gloves, hosiery, etc. All reserve stock is conveniently exposed to view.

In the upper part of the wall cases similarly divided compartments are used for shirts and collars and one section is devoted to display purposes. Each section is protected with panel sliding doors. No boxes are used except in keeping collars, and customers can glance at hundreds of ties, gloves and up-to-date men's accessories, while merely passing the display cases. Full advantage is taken of silent salesmanship by this method.

Improved floor silent salesmen cases are all glass, 5 feet long and 24 inches square, raised to a height of 36 inches on mission oak and marble bases, which permit two convenient sized drawers within. When these silent salesmen are dressed, everything is clearly displayed, either as a unit or combined effect.

Clothing stock is kept in twin wardrobes with oaken fronts where goods are very conviently displayed. Each of these wardrobes is fitted with duplex trouser slides. Tables are arranged for effective stockkeeping and circlar marble tops on radiators make small tables for unit displays. At the rear the private office and vault complete this modern "fashion shop." Effective electric fixtures provide for sufficient lighting of the whole store.

C. V. O'Conner is in charge of the furnishings section. He has had a wide experience in exclusive shops in Chicago, New York and San Francisco. Lew. Casey, who has been with one of the largest stores in the city as clothing salesman, is in charge of the clothing department.

Gloves, Hosiery, Accessories

Gloves, suitable for motor wear, have been in strong demand during the Spring season. These include everything from the heavy cape to the leather driving gauntlet. Rubberized materials are also being used for hand wear of this class. There has also been quite a call for cotton gloves for wear in working about the auto. So far as the demand for walking gloves is concerned, the Spring season has been marked by good business both in Mocha and capes, or greys and tans, with some demand also for chamois. It is evident that Fall business is being placed largely in this order, with little change in stitching embellishments.

Men's hose—Short effects in black and white, black and grey, and other neat combinations, have been selling particularly well during the present season. Some two-tone plaidish effects have been shown, and the inconspicuous clox are also receiving a good share of attention. Some shops are paying considerable attention to the matching of hosiery, belt and neckwear for Summer, and the color schemes in vogue at present render this possible to a very considerable extent.

Plain gold, pearls and inconspicuous stones in dull or antique silver are favorites in the jewelry line.

Black, grey and tan are the favored shades in the new belts, with some demand also for dark greens. Buckles are not elaborate, being for the most part plain in silver, gun metal and enamel finish. Among houses who handle extreme novelties, the belt and tie of a material to match constitute one of the latest fads.

Manufacturers are showing an adaptation of the French fad in introducing a feather as one of the latest ideas in men's hats. This feather is set at a slanting or rakish angle, and suggests rather the effect already seen in Germany and associated with a German sportsman.

There is something in salesmanship besides waiting upon the customer and getting rid of her as quickly as possible, regardless of the amount of ultimate satisfaction in the purchase for her. The salesmanship that creates pleased customers and brings them back is the kind that is required in present day merchandising.

F. M. Johnston, the new manager of the John Murphy Co., Ltd., Montreal, was previously with the Robert Simpson Company, Toronto, for six years, part of which time he was resident buyer in London, Eng., for that Company. He was appointed buyer for the John Murphy Co. when the Simpson Co. took over that business, remaining in Montreal two years.

Advertised in 400 Papers.

Now the department store, with its bargain sales, its rest room, its store magazine and various other of its peculiarly American manifestations, has appeared in Japan. It is run, moreover, by the Japanese themselves.

S. Hamada, described as the advertising manager of Japan's greatest department store, tells with pride how he is leading his little countrywoman into temptation at Mitsukoshi's.

"Mitsukoshi's," he says in System, "ran a full-page advertisement in all of the more than 400 daily newspapers in Japan announcing its change from a dry goods store to a department store.

"This form of advertising has been used ever since, not only in Mitsukoshi's but in other dry goods and department stores of Japan; and many manufacturers and distributors of household roducts are also advertising directly to the consumer. The principal goods so advertised are toilet articles, medicines, books and magazines.

"Up to this time there was of course, advertising, but it was of a crude sort. Signs and posters were used. Advertising novelties, such as umbrellas with the name of the advertiser in large letters on the cover, were especially popular. Some kinds of circulars were employed."

The Power of Odd Prices in Merchandising

Customers Able to Discern "Live" Values — Inconsistency Noted Between Different Towns Quoting Same Lines — Some Prices More Popular Than Others — Better a Close Offering on Particular Lines Than on all Lines in Store

CUT or odd prices came with aggressive advertising and the policy of cleaning up stock each season. Then advertisers adopted the scheme with due regard to the proper use of such methods. Odd prices were "drawing prices" or "clean up" prices. They indicated in a sense the merchandising ability of the advertiser.

Many advertisers, however, have lost the first understanding in regard to odd prices. Almost everything in the establishment is quoted at odd prices without respect to value in the beginning or competitive "even price" quotations. Odd prices like everything else good have been abused generally in advertising. A perusal of the announcements, featured by merchants throughout the country will show such results.

Catalogues of mail order concerns first used odd prices for the same reasons that prompted the use of odd price ads. in the first place. Houses issuing such catalogues have been more consistent than advertising managers generally in adhering to the fundamental understanding of right values and benefits of odd prices in advertising.

Ad. men are possibly excused by the attitude of merchants against allowing cut prices on sufficiently marked difference from regular prices. They rather take the best price quotations offered and the difference between usual and odd prices amounts to nothing in many cases. Buyers sometimes take advantage of unusual price concessions enabling departments to quote a "real live" odd price item with good sale results.

Season Regulates Odd Price Quotations.

Merchants and ad.-men will agree that every department has its best season in properly conducted stores. It will also be agreed that in order to get direct selling results, especially at some seasons, odd prices are necessary. Some merchants adopt the rule of using the first quotation on a line of specials offered, as the most pronounced "odd price."

To carry a store's advertising season by season year in and year out it is necessary to quote special prices at times. Advertisers can make as efficient use, as ever, of the odd price if customers have been educated to see advantages by comparison with competitive values. Advertisers overdoing the odd price will quickly note loss of "drawing power" in their efforts.

Customers are Well Posted.

Customers have a basis for comparison put into their hands in the shape of the mail order catalogue. Comparisons on the part of customers are also generally made on such basis. Merchants admit that customers know values as well as some salesmen. It therefore follows that odd prices must be consistent with mail order prices or in keeping with prices as featured in opposition advertising. Comparisons are easily made by customers. There is no objectionable comparison, however, if standard values are upheld unless such special line is on sale in another store, accessible to customers.

Merchants are not all agreed as to the selling value of od prices. Very conservative merchants seldom adopt them, arguing that their stores would lose dignity. These same men, however, agree that special prices are more attractive to shoppers. Generally it is found such prices are an incentive to buying and that odd quotations appeal, if properly presented.

Customers Prefer Popular Odd Prices.

That some odd prices are more attractive than others is shown by customers. Firms advertising odd prices as leaders for special sale and for stipulated days only, soon discern preferences on the customers' part for certain odd prices. These odd prices refer to cottons, linens, dress goods, silks, ready-to-wear and other departments directly. Comparison with departmental store and catalogue advertising will show that certain prices are practically staple in customers' minds and have also become staple as drawing prices by consistent use in many stores.

Merchants then must admit the advisability of adhering to a stated policy by using odd prices to advantage in "business-bringing" events conducted at seasonable times. Odd prices of sufficient drawing power, when business turnover is necessary to show increase over previous years are advisable. Sometimes payments have to be met and then, again, the clean up season arrives. Merchants must necessarily see advantages, therefore, in maintaining the most popular standards of value on the most appealing of odd prices.

For the same reasons there are seasons when odd prices are unnecessary and such seasons as Easter, Thanksgiving, Christmas, at the beginning of seasons before holidays, etc., business should be sufficiently brisk to keep the staffs busily engaged. Odd prices seem as unnecessary as sale events at such periods.

Inconsistent Odd Price Quotations.

That odd prices are sometimes lower than necessary is evident. It is sometimes possible to secure a leader odd price quotation from manufacturers or jobbers on a fair selling line on account of over production, or colors being sold out. Merchants offered such line insist on controlling their town and district.

By comparison of prices asked in different towns it is seen that merchants fail to gauge the "selling" merits of lines in many instances. Cases have been noted where merchants farthest away from the market sold their share of a particular job line at thirty cents a yard less than other merchants. Prices varied all the way from 39c to 69c for the same material, patterns, colors, qualities and cost price being in every instance identical.

Lack of information sometimes accounts for odd price quotations or cut prices in some towns on lines, which are being advertised, as the height of fashion in other places. Such conditions are often brought

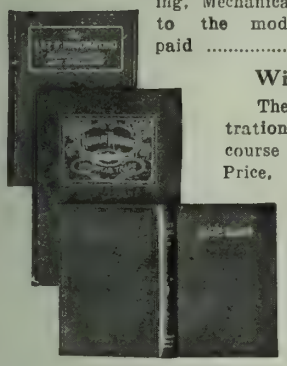
(Concluded on page 170.)

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

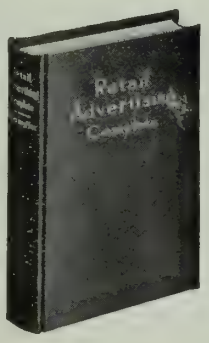
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

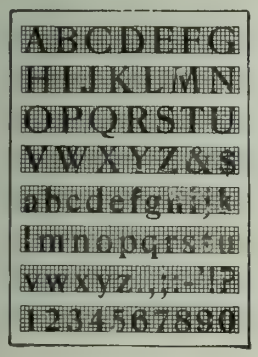
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



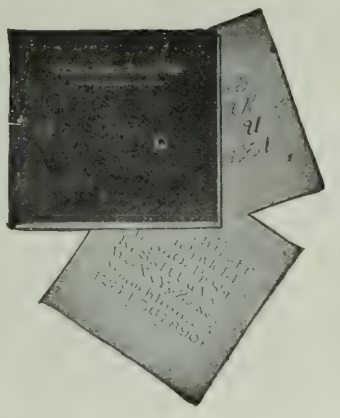
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00

All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

DIRECTORS OF SEMI-READY, LIMITED, MONTREAL

Reading from left to right — E. Leeds Nelson, J. H. Brownlee, Chief Designer; C. F. Nelson, C. H. Nelson, President; Alfred Wood, Vice-president; Charles P. Creamer, Managing Director; H. A. Nelson, Secretary-Treasurer.

Charles H. Nelson, the president of the Semi-Ready Company, has resided in both Montreal and Toronto. He was for years the resident partner in Toronto of the wholesale firm of H. A. Nelson & Sons, Limited.

Charles P. Creamer, the managing director, is an industrial organizer of continental experience and reputation.

Alfred Wood, the vice-president, was a daily newspaper publisher, with proprietary interests in Toronto, Ottawa, Montreal and Victoria, B.C.

J. H. Brownlee, the chief designer, is a practical merchant tailor, with experience in every branch of the retail and wholesale business.

H. A. Nelson, the secretary-treasurer, has had a lifelong experience in accounting and finance.

This is the well-balanced organization which has carried the Semi-Ready business and corporation to the front in the past five years, until to-day it is admitted to be the strongest industrial organization in one of the chief industries of Canada.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St, Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars, 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

SITUATIONS VACANT.

TRAVELLING TAILOR WANTED TO TAKE special orders, promote and appoint wholesale agencies and cover a lot of ground each season for the biggest tailoring firm in Canada. Experienced man only. Apply with references and salary required to C. P. CREAMER, The Semi-Ready Co., 472 Guy Street, Montreal.

WANTED—Experienced traveler to sell Axminster Squares and Mats. Liberal commission for Ontario and Eastern Provinces. Apply Box 14, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars American Multigraph Sales Co., Ltd., 129 Bay St., Toronto, Ont.

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited. ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

about by freaks of fashion, but when well informed the merchant will have better judgment on lines that are otherwise in good style.

Other instances are noted, where odd prices are maintained on a less percentage of profit than necessary simply to create abnormal values.

Merchants should prepare at the beginning of the season for odd price quotations by marking goods on the basis that prices can always be lowered. Similar conditions are present in specially purchased leaders. As these are merchandised it is always easier to reduce along popular odd prices and in the last quotation sometimes receive more than merchants in some towns ask. In such cases catalogue comparison is not noted because generally the same line is merchandised in a similar way by the larger houses. As patterns become culled prices can always be lowered on account of latitude already taken. Percentage of profit is also right in these cases. Such policies, too, pertain just as well to season or yearly turnovers and goods should be marked always with regard to standards to be maintained in the seasonable odd price quotations.

Provision should also be made on those lines that will stand a higher price to allow for any reductions necessary to keep odd price items live items when quoted in the advertisement.

Repetitions Create Staple Price.

Another phase of this question is the tendency of odd prices to become staple on lines quoted and lose their identity as leaders by over-repetition. It is necessary, therefore, that odd prices should be returned to regular directly at the expiration of the stipulated time. Regular lines also suffer by comparison and sales are likely to be on leader odd price lines alone unless quotations "on sale" are returned to regular prices at understood times.

Each department can be advertised successively in their particular seasons by following right policies in regard to odd prices, and proper sales results will accrue. Advertisers will not lose the merit of odd prices by handling stocks on a right basis. More care also will be taken in maintaining regular prices to offset loss of profit by quoting odd price lines, provided such odd prices are made sufficiently striking in difference between regular and odd price.

That $1.00 lines quoted at 98c represents a two-per cent. reduction and that such reduction is no small matter when applied to all lines quoted at odd prices throughout the store may be pointed out. Still in announcements it is seen that a further discount of 5 per cent. is given for cash at certain times in order to boost business.

Arguments therefore in favor of striking reductions in odd price quotations at stated seasons, combined with alert buying of seasonable lines to advertise at a graduated scale of odd price reductions carry same weight.

Merchants should make odd prices justifiable to as great an extent as possible whenever used. Benefits are all to the establishment if due regard is given to the relative importance of standard even prices and odd prices in the seasonable lines to which they belong as leaders or drawing cards.

New telescope with pencil curl and fairly wide brim Featured in pearl, brown and steel—By Fried Grills & Co., Toronto

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Sell Arlington "Challenge" Collars This Summer!

A dressy appearance is assured to everyone of your particular customers this Summer who is wearing an

Arlington "Challenge" Collar

They are simply a high-grade linen collar waterproofed, therefore unaffected by heat or damp. They cannot be distinguished from the best linen collar made.

"Challenge" collars positively will not wilt, crack or smell unpleasant, and when soiled are instantly cleaned with a damp cloth.

Here's a line that has found immense favor with holiday makers.

We have created a real demand for "Challenge" brand by our insistent consumer advertising.

Give this line every prominence. It pays handsomely to feature "Challenge" brand.

The Arlington Co. of Canada, Limited

54-64 FRASER AVENUE, - - - - - TORONTO

Stock carried by the following agents---Ontario--J. Chantler & Co., Toronto; Eastern---Duncan Bell, Montreal; Western---R. J. Quigley, 212 Hammond Block, Winnipeg.

"Imperial" Brand Clothing

has that smart appearance that easily distinguishes them from the ordinary run of ready-made clothing. Materials are the newest patterns and quality unequalled in Canada.

Particular Buyers will appreciate our line of men's and boys' clothing. Wait for our travellers, or write to us for prices and information.

WE ARE NOW LOCATED IN OUR NEW BUILDING

IMPERIAL CLOTHING MANUFACTURING COMPANY

217-219 Richmond St., TORONTO

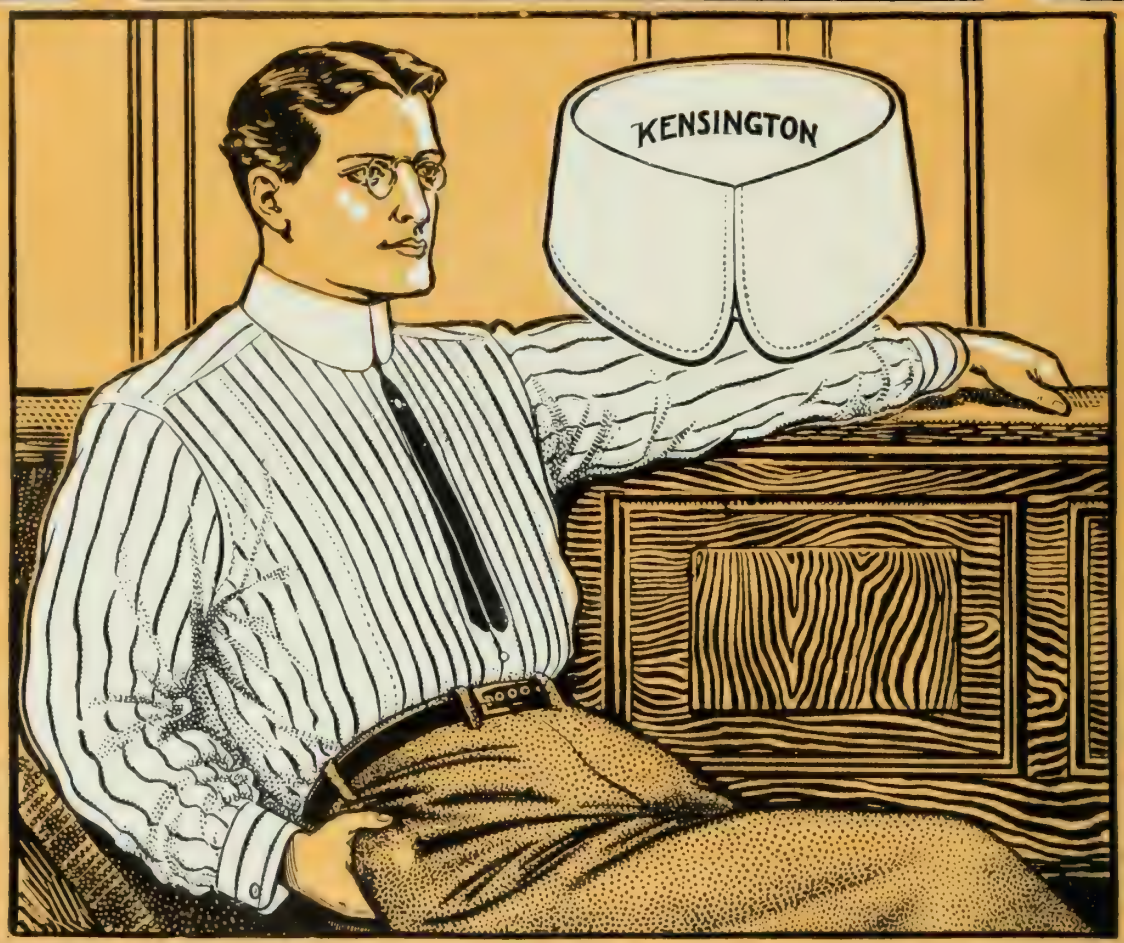
"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO



Tooke Collars

Made in Canada - By Canadians
For Canadians

Pay Canadian Dealers the largest profits and give their customers the best value and fullest satisfaction.

Quarter Sizes - They Fit
Sold at 2 for 25c.

THE MEN'S WEAR REVIEW.

Vol. I—No. 4 Office of Publication, 143-149 University Avenue, Toronto June 1, 1911

Semi ready

Business Opportunities in Many Towns in Ontario

We reckon every newcomer to Canada is worth a thousand dollars to the country.

For years the Sons of Canada enriched the neighboring country by their emigration—that was before Canada's policy developed Canada's own resources.

$5.000 a Year on a Five Thousand Investment

If you have selling ability, and can increase the sales of an established business in a good city, we have that kind of a business—a good prospective profit of $5,000 a year on a business requiring $5,000 cash capital. The right man can readily do it. It's in an Ontario city of 48,500 people; a ten-year leasehold in the centre of best shopping district, with new stock, wardrobes and fixtures newly installed; an established trade; $8,000 stock; at par.

A big business opportunity—the best Semi-ready opening of the year.

SEMI-READY, LIMITED,
Montreal, Canada.

There are towns and villages in Canada allowing both their trade and their population to drift away to other places.

Trade follows the flag of Quality. Our travellers visited several Ontario towns this season where merchants said: "We cannot sell high-class goods like Semi-ready in our town; there is no demand for them."

Yet there are men in each and every one of these towns who want good clothes, and who will go elsewhere if they do not get them.

Semi-ready Tailoring offers the highest quality of men's clothes at prices which will prove more economical and satisfactory in the end than will cheap garments.

There are reasons.

"Satisfaction" at $15; "Perfection" at $25 and $30.

Uniform Prices An Advantage to the Consumer.

Semi-ready Clothes are sold at the same prices everywhere—at fixed standard prices.

They are the only clothes made by makers who have the pride and confidence in their produce to plainly mark tne price on each garment.

Some merchants object. They say that the price at which each garment must be sold does not allow them sufficient profit.

It does allow them a normal and reasonable profit—an honest and fair profit.

But it's a quality competition, and not a price competition.

Uniform prices give the consumer a square deal; garments made for big profits and price-cutting do not.

If Smith buys a suit for 10 per cent. less than he should, then Brown must pay 10 per cent. more than he should, or the dealer goes into bankruptcy. Brown is defrauded of his fair value; that is the ultimate outcome in the last analysis of the bargain-shouting clothier. He cheats or he goes bankrupt; diddles either his customers or his creditors.

SEMI-READY, LIMITED

WHOLESALE MAKERS OF SEMI-READY TAILORING FOR MEN

MONTREAL, CANADA

We want Dealers in every town where we are not properly represented

400 Stores and Agencies in Canada

B. -- V. -- D.

HOT WEATHER
LOOSE FITTING

Shirts and Drawers

WE ARE FULLY STOCKED

Matthews, Towers & Company

EXCLUSIVE MEN'S FURNISHINGS

Montreal, Que.

MEN'S CLOTHING AND FURNISHINGS

Style and Market News

What Goods are Selling Best and What Smart Dressers are Wearing---Styles at Toronto Race Meet ---The Morning Coat a Decided Favorite

THE demand for straw hats, wash neckwear, negligee shirts, lounge collars and lightweight underwear makes it evident that the Summer swing is on in the men's wear store and department. Recurring spells of chilly weather have very slight effect upon the men's wear trade, with the exception probably of straw hats. These have not yet opened up in full strength, but the opinion expressed in many quarters is that a good season is ahead, not only in splits and sennits, but also in the Panamas of small, neat design, which have been brought this season.

* * *

Grey was a very prominent color in men's suits at the Woodbine races in Toronto. The vogue of the morning coat was most pronounced. A Canadian race meet is probably marked by more informality in men's wear than any other in the world, yet this year showed a decided improvement over former years in the matter of style recognition. Sack suits in grey tweeds, worsteds and the blue serges were decidedly pre-eminent. There was a scattering of browns, but it is generally held that this color will not come to its own until Fall.

The suits worn within the so-called fashion area were illustrative of the more shapely styles which characterize the season—that is, they more faithfully outlined the form, none being extreme. Trousers were of moderate width; coats a trifle shorter, and on the whole the clothes worn were strikingly suggestive of that happy medium which generally obtains in Canadian interpretations.

The existing preferences in the matter of color lends itself easily to the matching of hosiery, gloves, and tie, grey being apparently the favorite. In no department was there a "flashy" or faddish display, and it may, therefore, be said that conservative styles have reached a basis of solidity.

The popular cane with the younger men was the very plain, slender article, although with the morning coat it was noted that sticks a trifle thicker in girth were carried.

Jewelry is not a conspicuous item in a gathering of well-dressed men. Dull gold or inconspicuous settings seemed to be the taste in the fashionable Woodbine crowd.

Caps for recreation purposes are now in good demand, and for the next few months there will undoubtedly be a good run on golf shapes.. Now is the time for men's wear merchants to make effective window displays and to give the cap stock a prominent place forward if it has no fixed place of abode in the store. That merchant who has not concentrated on caps by this time is making a serious mistake. Manufacturers have placed on the market an excellent range of styles that should appeal to every section of the community interested in holidays or recreation of any kind.

* * *

Such has been the growth of the boy scout movement that manufacturers have turned over a handsome penny on the broad-brimmed, characteristic scout hat. Clothing manufacturers have also done well in scout uniforms, and it is noticed that a good influence has been exerted in favor of browns.

* * *

Lounge collars have taken exceptionally well. Neckwear manufacturers who had not previously considered this line have now taken it up and report good business. For outing purposes of all kinds these collars are particularly adapted. Some are worked out in neat stripes, with tie to match, while others are plain. For the warm weather trade the men's wear dealer should have a stock of these.

* * *

Shirt manufacturers report a good volume of business on Fall lines. The neat pleated fronts are taking well, and the short shield front is also proving a good seller. The feeling is that there will be a fair revival of shield fronts for the next Fall season.

* * *

At his first public appearance in society—at Newmarket races—King George wore a grey lounge suit, black felt hat and yellow gloves. The King seems to fancy light colors in ties and gloves, and this fact may have an influence on the prevailing vogue for dark colors. The King sometimes wears a pearl-grey tall hat at Summer race meetings, when the weather is exceptionally warm.

* * *

At the church parade in Hyde Park, London, Eng., immediately following the expiration of the stripes on a black ground. This combination made a very neat tie and it may hold.

Selections from the Fall shirt and pyjama line of the Van Allen Co., Ltd., Montreal.

full mourning period for Edward, there was a very brilliant fashion display. The morning coat was very much in evidence, some being in medium grey worsteds in diagonal patterns.

* * *

Now the word comes from England that there is a growing demand for striped effects, and that they will be much favored in the darker shades for the coming season. Browns, greens and greys in different tones will be good.

* * *

At the recent clothing and outfitting display in London one firm showed a number of novelties in shirtings. Such combinations were noted as white ground with yellow and black hair-line stripe, white grounds with red and black stripes and shades of helio pink.

At some of the recent race meets in Paris men wore Derby hats of a shade to match that of their suits. Gloves varied in shade from dark grey to deep brown, and some of chamois skin had the back stitching in black.

* * *

Knitted ties in the better qualities are being extensively shown by many men's wear dealers. Although plain colors, such as greys, pearl, blue, and some brown, are well taken, some very neat striped effects are being worked out in these lines. Accordeon and shot effects are shown in this line for Fall.

* * *

During race week in Toronto good business was done in ties combining narrow gold diagonal

Three different uses of the "triplex" collar, shown in the Fall range of sweater coats by Penman's Limited, Paris, Ont. Hunter's, prospector's and athlete's garments are all fitted with this new collar.

Outing Neckwear

Collars and Ties

TO MATCH

SPECIALY ADAPTED FOR

Boating
Lawn Bowling
Tennis
Golf
Travelling

and all forms of Outdoor Sports and Recreations.

Made in White or neat Stripe Effects from the highest grade of washable fabrics, including wash silks and fine piques.

COLLARS—$2.00, $2.25, $3.50 per Dozen
TIES —1.75, 2.00, 2.50 "

Boxed, ½ Dozen to Box

When ordering mention if white or colored preferred.

The Sword Neckwear Co.

TORONTO, CANADA

NOTE—Our **OUTING COLLARS** like our **NECKWEAR,** Best by Test

General Utility in Sweaters

Men's Sweater Coats Developing Along These Lines — Prospecting and Hunters' Garments — Washing Knit Goods.

In boys' and men's sweater coats the field of the manufacturer has developed along athletic, utility, comfort, hunting and prospecting demands. Some ranges have over one hundred samples with all the possible combinations of colors which buyers can diversify to meet their requirements.

In Fall placing, fancy roll fronts and two or three pockets are the rule. In contrasting Canadian and United States demands, conditions differ and buyers here want pockets, and in general utility coats, shorter lengths.

Canadian designers are ahead of the trade in meeting the wants of merchants, and garments are prepared fully with a view to climatic conditions and average 26-28 inches in length so as to be convenient for wear. Especially is this a feature regarding collars, and convertible and triplex styles are exactly what Canadian wearers want. Although a comprehensive assortment of ribs and colors is shown the greatest phase is in added lines following the requirements of athletes and prospecting demands.

For midsummer wear and especially for boating or bowlers, lighter coats have been made in 1|1 rib and perfectly plain style, with and without pockets. They are also suitable for smoking, office or house garments. Two shades are prominent, light grey and tan. These coats are quoted in different qualities and all sizes at $24.00 to $36.00 dozen. They are exactly right for the purpose intended.

For special athletic and prospecting, weight has become very important and several samples are ready, ranging from 1 to 4 pounds each, made from 6-ply wools and costing up to $75 dozen. The heaviest of these coats developed from individual orders for serviceable and smart garments to wear in Porcupine and other mining centres. Prospectors are particularly well pleased and have, in these golf coats, dressy and sensible garments for interchanging with sheepskin-lined jackets. These new golfers have a merit of warmth, which makes them particularly appealing to men exposed to extreme climatic conditions. So far, Oxford greys and navy blues have been taken. Garments of this class are promised an exceptional run directly they are placed before Fall buyers.

Closely allied with this, shooting or hunters' coats are shown with chamois shoulders and underarm to protect the garment from undue wear in carrying a gun. These garments have only to be displayed in the early Autumn to meet with instant success for the retailer. Of course, colors are similar to regular lines with a variety of collars, especially convertible and triplex.

Several suggestions in regard to properly cleaning knitted golf coats are offered by different manufacturers but it is claimed to be impossible to retain the original appearance of garments after they are washed. Dry cleaning is supposed to be one of the best methods and chemists are endeavoring to find a more suitable way of overcoming this difficulty. Experiments are at present being tried by a patented method in which gasoline is used and the originators claim to be able to wash golf coats satisfactorily.

"The Toast of the Town"—Honey Brown

Many exclusive men's clothing shops and merchant tailors have featured "Coronation" blue serge suits with success this season. These garments were displayed in the windows with sky-blue or white sateen background and floor setting. At the present time the latest models in this color are being shown with wash trousers, straw hats and ties suitable for boating wear, or at summer resorts. Some merchants are offering separate trousers of light grey flannels or tweed in plain colors or with natty stripes.

This same idea in display could be used in advance showings of brown, which style tendency was anticipated in The Review. High-class tailors in New York and Chicago have been displaying browns since April, and it follows that merchants here could adopt the suggestion with success and plan an early window trim of browns.

One merchant after visiting the United States cities, arranged a trim of this kind which proved most successful.

Plain sateen in gold was shirred around the background of the window, and the floor was puffed with sateen of the same shade. In this setting, five figures were placed which were dressed with smart designs in advance styles of honey-browns in five new patterns.

To further carry out the effect of the gold, the part of the figure that would show in the collar was covered with gold, and brown leather watch fobs and gold chains were used in conjunction with light-colored silk handkerchiefs with gold border showing in the upper coat pocket. A ticket was made on light mottled cardboard and a neat phrase suggested by the opera "Madame Sherry" was very cleverly turned and worded "The toast of the town in honey-browns"—$16.50. The result was most gratifying.

This advance showing was found possible through choosing patterns which were likely to take, and having them made in stock sizes. While it was an experiment, it was easy to take "special orders" and with the experience and proved success of this merchant's foresight many other up-to-date men's furnishers will avail themselves of the opportunity of anticipating or being the first to show "honey-browns" and gold.

The National Rubber Co., of Canada, has removed from 16 Craig St., Montreal, to the Blumenthal Building, St. Catherine street west, near Bleury street, where they will have more room for carrying on their business of manufacturing rainproof garments.

CASH'S Tubular Neckwear

Standard Quality. Latest English Styles.

The genuine POPLIN is made in pure dye silk interwoven with WOOL, preventing the ties from wrinkling, creasing or showing pinholes.

Our range shows 66 solid colors and a large variety of fancy patterns of the latest English styles. The wearing qualities of CASH'S POPLINS have a world wide reputation; no haberdasher's stock is complete without this line.

CASH'S FINE COTTON TUBULAR TIES are made in a range of 500 guaranteed fast colors and patterns sold by all the leading stores. Can be had either in the straight or loom-shaped styles.

Notice

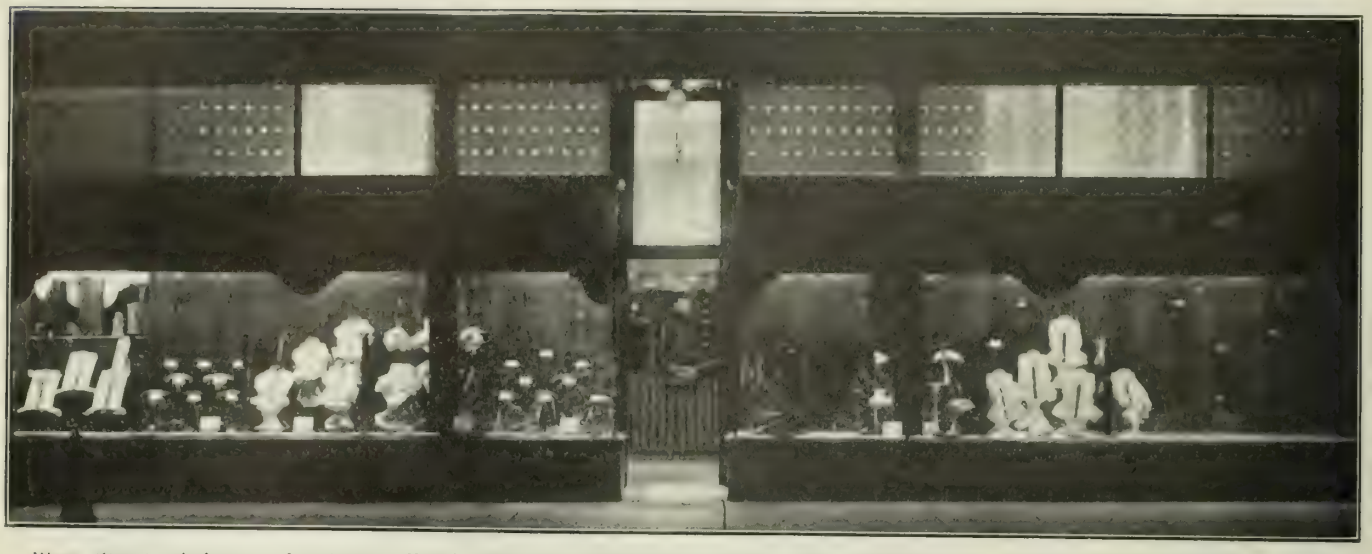
So as to meet the exigencies of the Canadian market, we have opened a branch office at 301 St. James Street, Montreal, where we carry a complete stock of our TUBULAR NECKWEAR. Sample card and prices sent on request from this address.

Also from our Toronto agent, WALLACE McINTYRE, 64 Wellington Street West.

Or from our American Factory at South Norwalk, Conn., U.S.A.

J. & J. CASH, Limited

COVENTRY, ENGLAND



Bloor Street windows and entrance, Frank Stollery's haberdashery shop. The undressed spaces show dividers and back panelling, and suggest the importance of fixtures as factors in successful retailing.

Smart Haberdashery Shop

Frank Stollery now Established in a Handsome Men's Wear Store on a Busy Corner — Elegant Fixtures and Interior Fittings.

A men's wear store which combines to particular advantage all the essentials of effective display and an equipment which in every sense is calculated to favorably impress the customer, has been opened by Frank Stollery at the south-west corner of Bloor and Yonge Sts., Toronto.

This is an exceptionally good location being easily available to a district from which the demand is along high-class lines, and bound to increase. In the designing of this store, these facts undoubtedly had an influence. It has a frontage of 35 feet on Yonge St. and 45 feet on Bloor, and the rich fittings throughout suggest that the opportunity for an imposing structure was realized to the fullest degree. Designers were inspired with full regard to progressive merchandising requirements.

Frank Stollery commenced business at 750 Yonge Street in 1901, with a modest capital of $1,000, half of which was invested in stock and the other half in fixtures. In this store the business reached a turnover of $12,000 a year.

Five years later, in order to meet the requirements of a growing concern, he moved to the store at 762 Yonge St. which was fitted up with the same regard for suitable fixtures and display utilities which has always been given this end of the business.

Now, after ten years successful business, he is situated in this very handsome establishment. Fixtures, fittings, window and display methods, arrangements and stock-keeping are unique. They are a

Yonge Street front and entrance, Frank Stollery's men's wear store, showing display of hats and unit trims of neckwear, hosiery and shirts. The rule of the store is to show only those goods in the window which can be duplicated inside.

It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

fitting environment for a comprehensive as well as a high-class stock of men's haberdashery—hats, gloves, ties, collars, shirts and outfitting necessities demanded by fashionable dressers.

Several years ago the possibilities of securing the corner location with the advantages that would accrue in a business sense became apparent and it resolved itself into an ambition to be worked for and accomplished.

Fixtures a Great Factor.

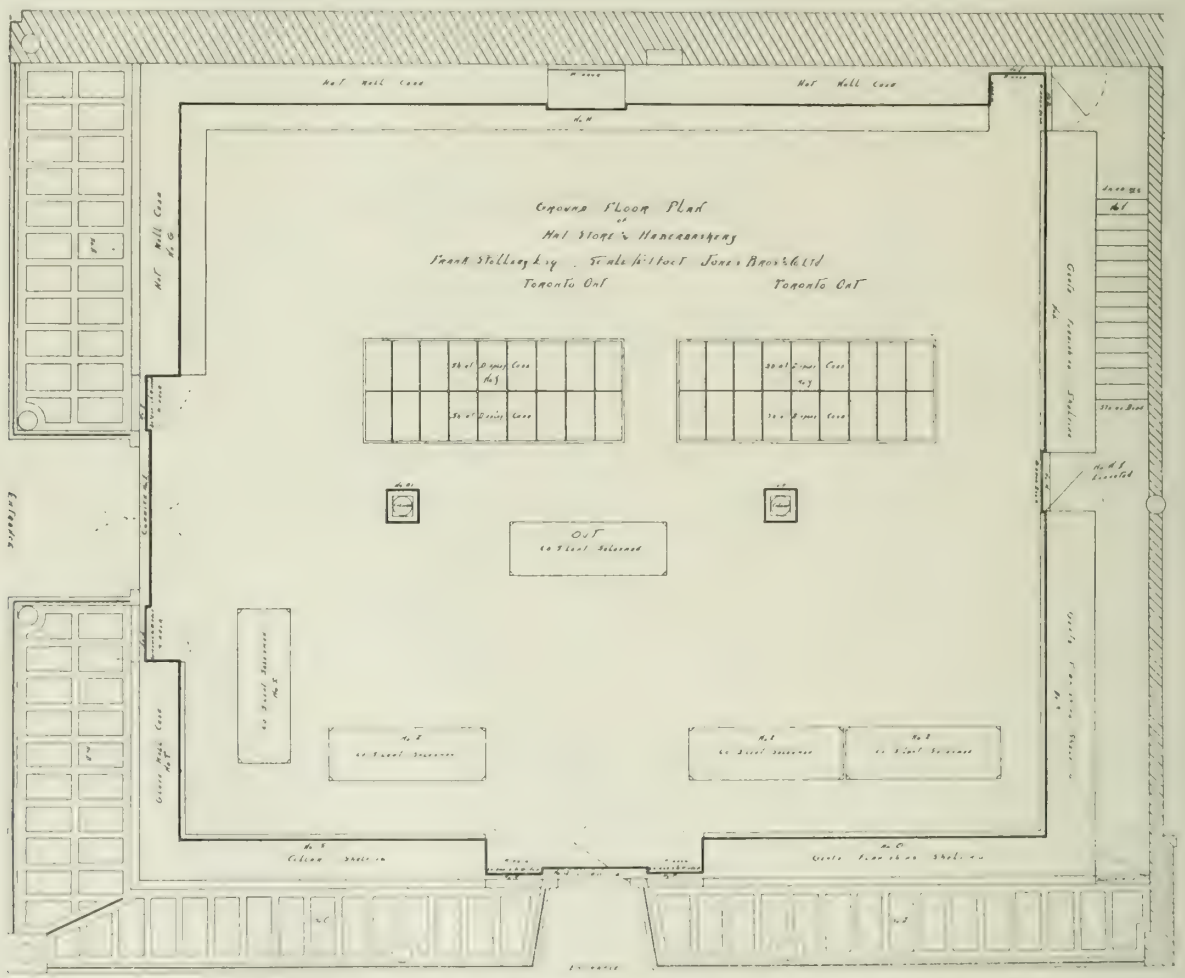
Through business experience it was found that fittings and fixtures in accord with the business conducted, were as much a factor to successful retailing, as well-chosen stocks. In the new store every opportunity available was considered to make a smart showing and convenient arrangement for handling the different departments.

In the new building, which is a square structure, two storeys high, there are two entrances, double panel doors on Yonge St. and a single door on Bloor St. All the windows are set in copper sills with Tennessee marble bases. Each entrance is tiled in simple design.

In the store proper, which covers the entire lower floor, all cases, cabinets and fittings are done in Circassian walnut, handsomely panelled and with mirrors, all in ornate colonial effect.

Only such fixtures as are uncommon or entirely original have been installed or provided for the windows and display. The windows are five feet deep and sections are made with colonial panel dividers. Unit trims are made to display individuality and with a general view of balance. A rule of this establishment allows only duplicate merchandise to be displayed in these window sections and trims are not disturbed until another grouping is to be arranged.

An innovation is introduced in lambrequin blinds of tan velour, richly embroidered. In the centre of each the firm name is embossed in brown leather and each curtain is outlined with border in inlaid floral design and finished with heavy cord fringe to match.



Plan of Frank Stollery's new men's wear store, corner of Yonge and Bloor Streets, Toronto. The scale as reproduced is about seven feet to the inch. There are two entrances. The office is in the rear, elevated above the fixtures. Windows range along each side. See descriptive article.

Well Lighted.

Both the windows and interior are brilliantly lighted. A series of natural glass reflectors are placed 24 inches apart around the entire front, inside the windows. For the interior, lights are in frosted globes hung on oxydized copper fixtures which shed an even and efficient light.

The two outstanding features in fixtures are the shirt cases and glove cabinet. For displaying samples of shirts, table cases, 4x10 feet with plate glass tops and six velvet-lined drawers, three on each side, make the stock easy to see and handle. Reserve stock is kept underneath in cabinets. These tables are placed directly in the centre of the store and

Success
MADE IN CANADA
Success
MADE IN CANADA
"Royal Duke"
This is a new 1911 shape just added to the "Success" range.
The "Royal Duke" is a general wear collar of very smart appearance.
The special points are the new opening—"more tie" showing—and ample room for the tie to slide—plenty of spring in the collar.
This new shape is already in stock. Your wholesalers can supply you.
Made to retail at two for 25.

The Canadian Converters' Co. Limited.
Montreal

stocky displays of neckties or other accessories made on top.

To the right of the main doorway is the sectional glove case with glass fronts and metal inset boxes. In each section an inlaid bevel glass front allows showing samples of gloves at all times and space is provided for five dozen pairs of gloves, behind this in each cabinet. Four silent salesmen of the all-glass variety are arranged at suitable intervals on the north side.

Effective Display.

Display and stock fixtures for hats are placed along the back of the south windows and wall. These have nickel supports for display and are fitted with plate glass doors which slide upward. Drawers are set in below. A bevelled mirror in the centre is provided with plenty of light for customers' fitting.

All windows, doors, rear exits and panels between cases are faced with bevel plate mirrors. Every case is finished with Laurentian marble bases.

Peculiar advantage is taken for display space on glass cases, hat fixtures and openings. If necessary, in the fixtures for shirts and neckwear, the lower space may be used for display purposes. Each radiator has a marble top, making small unit tables in otherwise lost space.

The office is elevated in the rear above the shirt, tie and underwear fixtures and is fronted by a colonial railing. This space has been furnished with a view to efficiency, comfort and quietness, necessary for dealing with important business matters.

A large cash register to match other interior fixtures is being made for a location in the centre of the store.

To be associated with smart and efficient salesmen has always been the endeavor. As an example of the importance of proper display, each deparment manager is required to make his own trims and it is noteworthy that four of the staff are able to dress cases, windows and ledges with combined groupings from any other department. Stock-keeping methods are systematic and to be original and tasty in everything about the store is the aim. Each salesman is enthusiastic and persuasive and many sales are made by personality as well as a thorough knowledge of stock and customers' preferences.

The Opening.

For the first opening days, business was really gratifying and beyond expectations. As the stock is arranged satisfactorily and things settle down to actual every-day merchandising, exceptional results are anticipated. There is every reason to believe that returns and increased business will be beyond forecasted estimates and fully justify the necessity of this high-class haberdashery shop on this important corner.

The belt season has not yet reached its best. Some business has been done in blacks, dark greys and a few browns have been taken, but in nothing like the volume which develops with steady warm weather. The call for invisible suspenders has begun. One of the novelties in the suspender lines for Fall is a loose change or watch pocket on one side.

Interior of Jess Applegath's new store, Montreal, showing series of projections for interior window displays.
Courtesy of Jones Bros. & Co., Toronto.

Jess Applegath's New Store

Interior Display Window Unique Feature — 100 Feet of Wall Cases and 100 Feet of Glass Show Cases — Appearance Counts in Merchandizing.

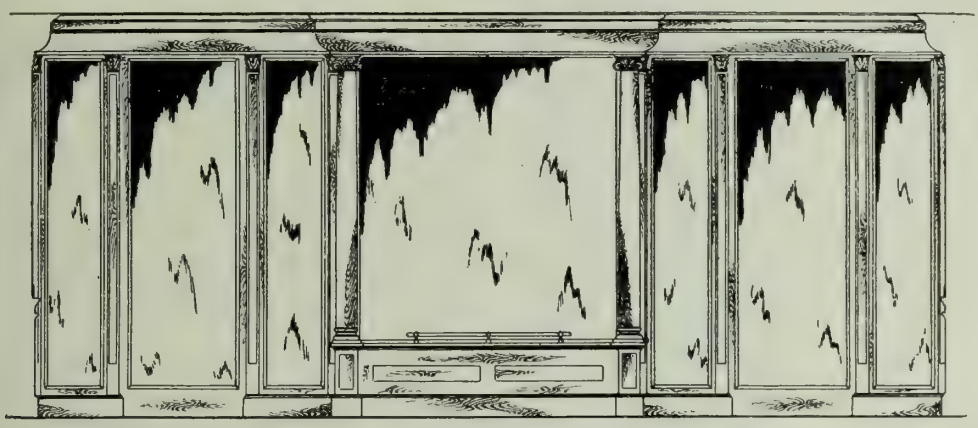
Jess Applegath, dealer in men's hats, has moved into his new store in Montreal. Mr. Applegath believes that the appearance of a store is an important factor in successful merchandising, and his ideal has been materialized in the quarters which he is now occupying at 473 St. Catherine St. West.

"The impression a person gets on entering," said Mr. Applegath, "is the first step towards creating a desire to buy goods, and I believe that money spent on new fixtures, show cases, etc., is a good investment."

Mr. Applegath was six years in his former stand. In his very handsome new store he has anticipated the steady growth in Montreal.

The ceiling is finished in steel, painted white, adding to the brightness of the interior, and at night light is obtained from 32 60-candle-power lamps, divided into 4 lamp cluster fixtures of brushed brass.

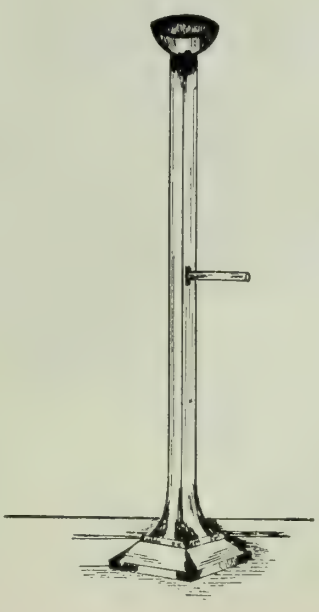
Everything about the store speaks quality and neatness, and Mr. Applegath, who also has a fine store at 89 Yonge street, Toronto, looks for a material increase in his trade as a result of the change. He specializes in the $2.50 hat.



The rear fixture in the Jess Applegath store, Montreal. In the centre is a projecting case for interior display, and on either side are three doors with triplicate mirrors, the centre one leading to the back of the store and the smaller ones at the side opening to stock cases.

The store front has two large show windows, one on each side of a deep vestibuled entrance. The windows have heavy plate backs, and a view of the interior may thus be obtained from the street.

There are 90 feet of shelving on each side, fitted with plate glass fronts. These cases are mounted in solid mahogany of medium shade. A unique feature of the store is the series of four interior display windows. These project about six feet, have mirrored backs, and admit of attractive hat trims within the store. One of these bays or projections has been used for the office. There are four recesses, with triplicate mirrors for try-on purposes, and in the rear is another very handsome hat window or display case with triplicate mirrors on each side. The two doors leading to the stock room in the rear are mirrored, and are flanked by small mirrored doors, opening to a stock case. The idea carried out in the rear of the store is a particularly good one, and is fully illustrated in the accompanying cut. There are twenty five-foot glass show cases, in which goods may also be very effectively displayed. The wall cases are eight feet high and are fitted with nickel rods. The front cases have stock cupboards in the bases, while in the two back sections drawers for caps have been installed. All hardware is in burnished brass.



A novel display stand for the hat department which can be made in any wood, preferably bird's eye maple, Circassian walnut, mahogany or mission oak. The best lengths are 12-18-24-30-36 inches. It will be noticed that hats can be placed in many different positions in the cup-like top. Used by Frank Stollery, Toronto.

Royal blue, purple and red will be good colors in neckwear this Summer, as one result of the coronation. One of the latest coronation novelties in England is the mauve crown on a black ground. White, old gold and purple are also shown in this design.

* * *

It is possible for the window trimmer to work out many effective displays by using the coronation colors, either in combination or on successive days. The different holidays and special occasions within the next two months will require a very discriminating use of color. It is an opportunity for artistic effect that the trimmer does not often encounter.

Practical Coronation Background Trims

Many Good Sketches Submitted in the "Review's" Competition — All Can be Applied with Moderate Cost — Suggestions Indicate Good Knowledge of Up-to-date Decorating Methods.

WINNERS IN CORONATION WINDOW CONTEST.

Towns Up to 10,000.—Jas. McMillen, with H. S. Anderson Co., St. Thomas

Cities Up to 20,000.—Warren Andrews, with Terris & Co., Springhill, N. S.

Cities Over 20,000.—H. C. Macdonald, with Murray-Kay Co., Toronto.

MANY trimmers throughout the country manifested a practical interest in The Dry Goods Review Coronation Window Contest by sending in sketches describing backgrounds suitable for the Coronation season. Three prizes of $5.00 each were awarded.

These sketches were not only submitted to an artist having some knowledge of the dry goods trade, but also to a practical window trimmer, and the decision is given in the above panel.

In awarding prizes, the judges took the following points into consideration:—1. The extent to which the background could be used in a practical way for displaying the season's lines. 2. Originality, the general balance and proportion. 3. Space available after background was placed. 4. General effect to procure rich, appropriate setting.

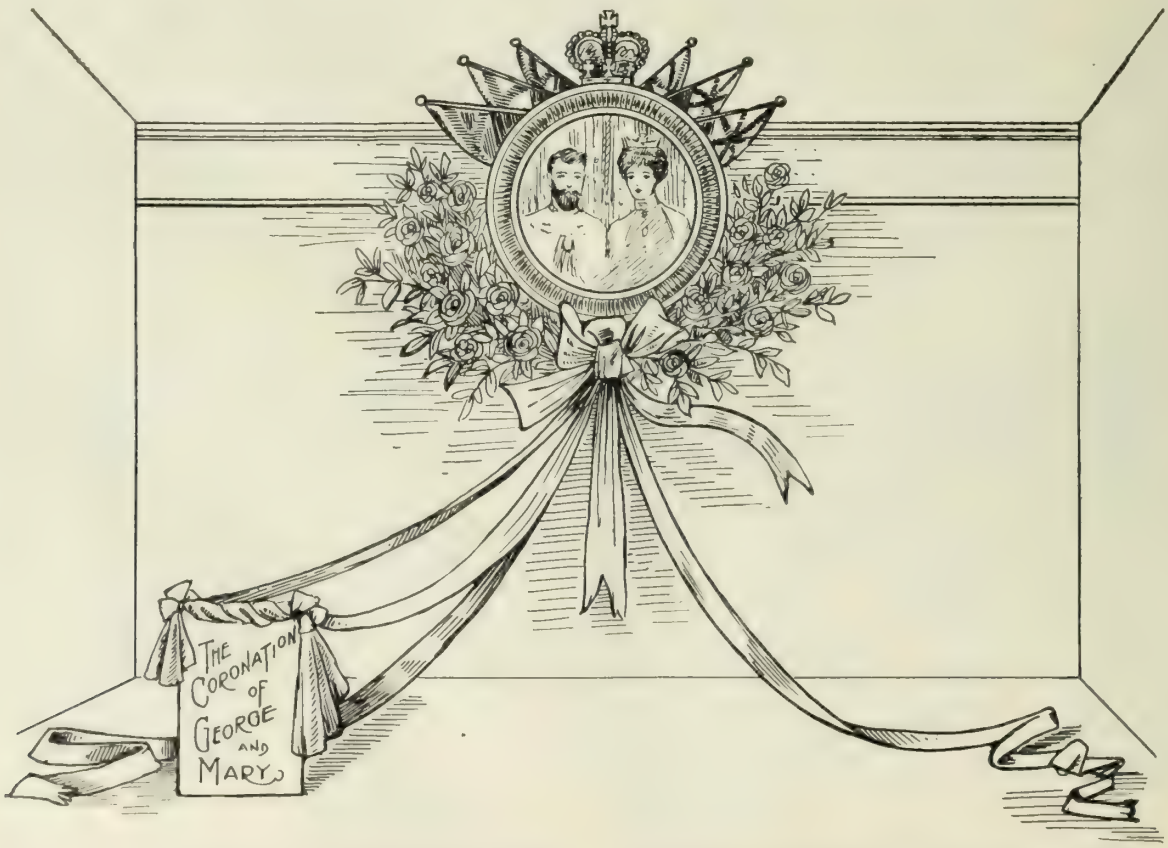
While the windows selected for illustration, as well as for description, represent only a small section of the number received, they give a fair range of originality, and indicate practical knowledge of up-to-date decorating.

In each case a fair estimate has been given to cover usual or extra expenses. While in carrying out any of these backgrounds, a trimmer could run into considerable outlay, the figure given is based on a knowledge of appropriations generally available for these purposes.

Used Flowers, Ribbons and Lithos.

H. C. McDonald, window decorator for Murray-Kay, Limited, Toronto, suggested a pretty setting which he has decided to carry out in his Coronation window display and is awarded the prize for cities of over 20,000 population.

For a centrepiece, a circular frame four feet in diameter and six inches across the face is cut out of beaver or compo board, tinted red. Inside and outside edges are finished with a gold border.



Awarded 1st prize in Coronation Window Contest H. C. McDonald, with Murray-Kay, Limited, suggested this arrangement as well as a pleasing color combination suitable for seasonable lines.

Three-quarter life-size lithographs of the King and Queen are cut out and mounted on beaver board. This is placed in the frame already described and the outer edge rolled down to give a relief effect.

This design is hung in the centre background before a heavy drapery of corn-colored plush or velour and surrounded with groups of foliage and flowers appropriate. Combine the rose for Mother country, thistle for Scotland, and shamrock for Ireland and the maple leaf for Canada, in an effective grouping and fasten these around the lower half of the frame.

At the bottom of this grouping attach a large bow of streamers of ribbon in national colors and have one pair of streamers end in rosette festoons attached to the announcement card. The other streamers are gracefully draped to the window bottom or hung in different lengths in the background.

A suggested background, which was done in actual colors by Christena Stephen, Grimsby, Ont.

This arrangement could be carried out in a series of windows by placing each grouping at intervals accross the entire front. It is suggested that, while possibly more expensive or if appropriations permit, tinted papier mache for the figures and frame would make an ideal setting.

One of the advantages of this background is found in its adaptability to any line of goods or materials displayed. There are no colors but will enhance anything placed on view at this season or in any store.

On the card, a simple announcement of the Coronation of King George and Queen Mary, June, 1911, is all that is necessary to complete a beautiful window arrangement.

The cost of this background is also within the possibilities of most trimmers and depends to an extent on the price paid for the lithographs in the upper circle. Without this, the cost should not exceed ten dollars for all the requirements.

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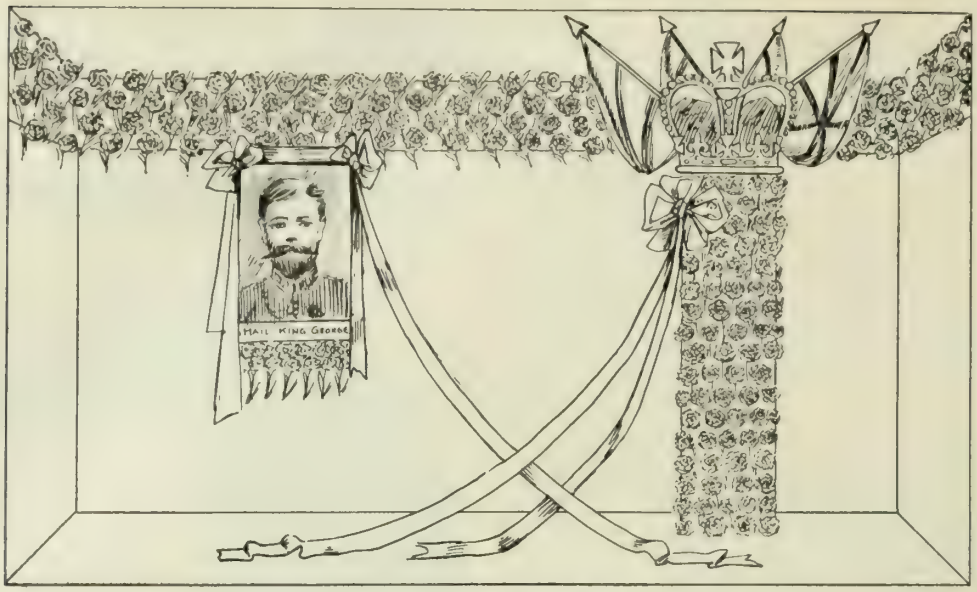


Awarded prize for towns up to 20,000—National colors and "pink carnations" combined—Arranged by Warren Andrews, with Anderson & Co., St. Thomas.

Coronation Flowers and Smilax.

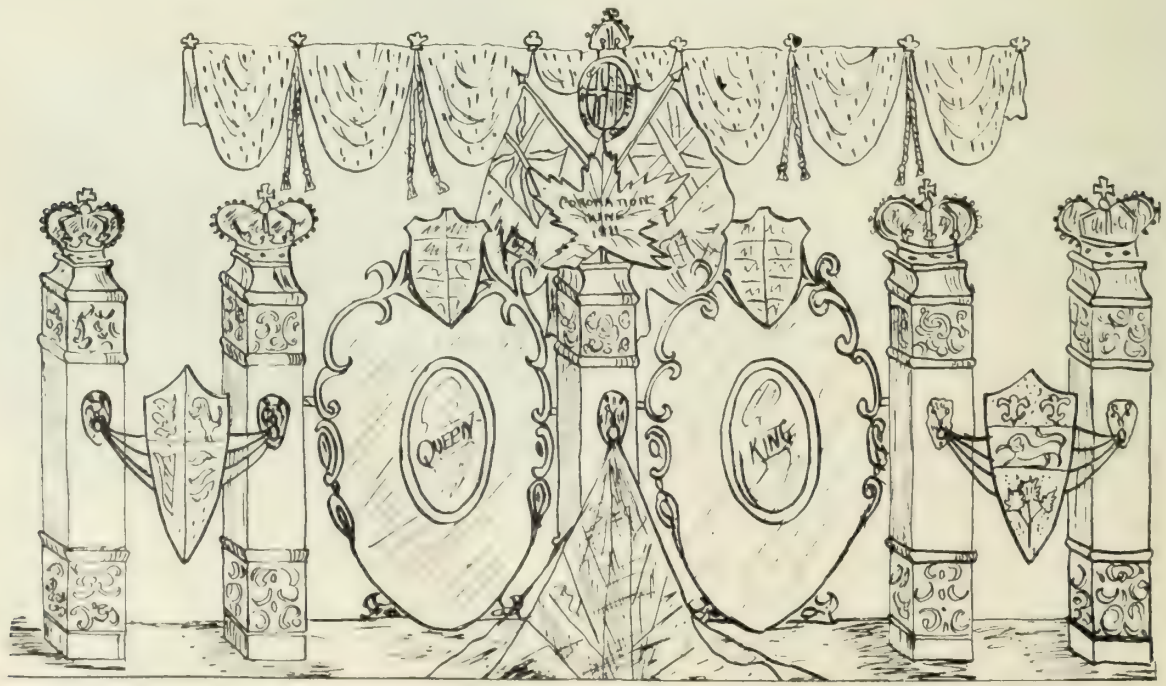
Warren Andrews, window decorator for The Anderson Co., St. Thomas, is awarded 1st prize for cities up to 20,000. This background would be appropriate with mirrors or, as is suggested, all white hangings and felt-covered floor.

Across the top is a panel in white and at the right hand side a wider upright panel surmounted with crown and draped flags. This arrangement is profusely covered with coronation flowers (pink carnations) and interspersed green smilax. Ribbon streamers in coronation colors, Royal purple, Royal blue, Royal crimson and old gold are attached in festoon effect at the top of the upright panel near the crown and to one side.

Near the other end of the window a picture of King George is draped with ribbons to match, and carnations. Balancing rosettes are used at the top of this picture and streamer ends gracefully carried to the floor.

This setting is also most suitable for goods on view about June 22nd and would make a pleasing muslin or Summer dress display background. It could also be easily arranged beforehand, ready to put in place at shortest notice and completed in a short time. These are two essentials in backgrounds outside the necessity of having all the display space available.

Warren Andrews has suggested a setting too, which seems within the amount trimmers usually have in places up to 20,000 for extra window displays. No trimmer should need to spend more than ten dollars in completing a fair-sized window, up to



A host of suggestions are embodied in this background. Suggested by Jas. MacMillen, with H. S. Terris, Springhill, N.S. Awarded prize for towns up to 10,000 in Coronation Contest.

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12 feet long. Extra expense is, of course, only limited by the length of background to trim. The pillar or panel arrangement is also possible for a ledge display or in other methods throughout the store.

Pillars and Heraldic Shields.

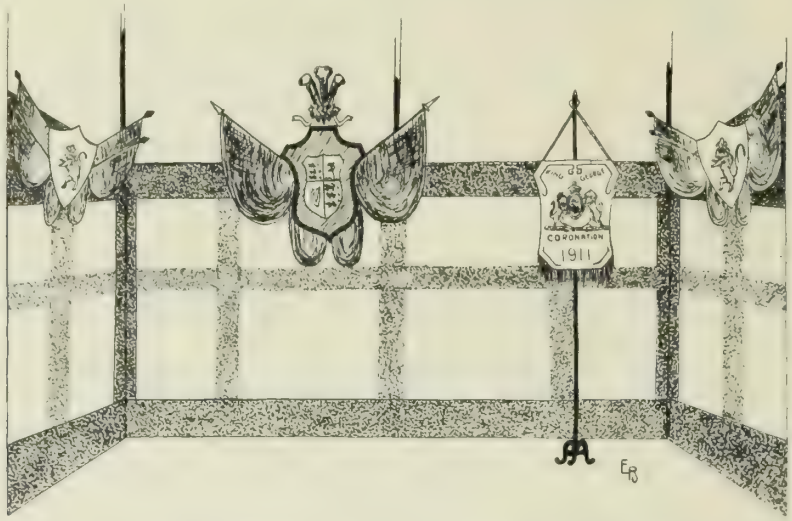
Jas. MacMillen, with H. S. Terris, Springhill, N.S., is awarded the prize for towns up to 10,000 inhabitants. He suggests three different and very attractive backgrounds. While they seem elaborate, cost need not be such a consideration if decorators are careful or look about for best means of obtaining proper materials. Quite a study of British heraldry must have been necessary to carry out such a setting as the one illustrated. National colors were combined with purple, white and gold.

A simple festoon draped at the back represented ermine and was caught at intervals with gold cord and small crowns. Two sets of double columns, surmounted by crowns and joined with lion's heads and chains, held the British coat-of-arms on a shield. These were placed at each end of the window. A centre pillar supported a large maple leaf. Each column could be covered with felt or onyx paper. Between these units, two oval capitals made of papier mache, plaster of Paris or wall paper and gilded moulding introduced shields and formed a background for framed oval pictures of the King and Queen. Two Canadian flags were crossed back of centre pillar and a large Union Jack draped through a ring in the centre at front, completed the setting except for a badge representing the order of Knights of the Garter, which was placed above the centre column and flags. Badge and crowns were also made of papier mache and gilded.

Counting the lumber, paper, crowns and findings that a trimmer would need in completing a display of this kind, it is estimated that with care such a background should not cost more than twenty-five dollars.

In a second suggestion which is also done in white, gold and purple or coronation blue, three uprights are placed at the back and the centre one is twice as wide as the outside panels. These are covered plainly with cloth and outlined with a narrow border of contrasting color. A horizontal panel across the top is made of white plush or flannelette with black spots fixed to represent ermine. This is also outlined and silk or gold tassels and cord draped over in semi-circular effect.

In the centre an emblematic design made of a large shield, gold crown and semi-circular banner with the words "God Save the King," in blue letters on a white mat, is strikingly arranged. An oval lithograph of the King is placed directly in the centre of a shield with a Union Jack ground work. Two draped flags are fixed at a correct angle. Between the uprights two national tri-colored sunbursts were added to give distance. As accessories, swords,



A number of original suggestions, with plenty of display space allowed. E. P. Burns trimmer, with Robt. Simpson Co., Limited, Toronto.

lions' heads, chains and order badges were placed to relieve prominent spaces or join and complete general effects.

Such a display setting is within the possibility of any trimmer. Most of the materials are found in regular stocks and nearly all the needed articles could be borrowed from a lodge equipment if necessary. No waste of materials is evident and except for required lumber and time this background would cost, at the outside, not more than five dollars. This suggestion is particularly important from the saving of expense which makes it feasable.

A Canopy Effect.

For the third window suggestion by Mr. MacMillen, a canopy effect is suggested but harder to carry out and perhaps not so applicable to the average trimmer's work.

This background is divided into three by four panel pillars, the centre two being joined by an arch. These can be covered with felt, onyx or veneer paper or painted with cold-water paint. The outer pillars are capped with blocks and moulding and prominent points and outline done in gold. Between outside columns at each end of the window,

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a lattice effect is arranged through which can be seen spires of Westminster Cathedral. This scene is painted on canvas and done in soft colors. Underneath this, large Union Jacks are draped in sunburst style and plaster busts of Queen Victoria and King Edward are placed on pedestals in front.

The arch is draped with curtains finished with gold fringe and cords and at the centre top of the canopy a crown studded with miniature electric lamps is fixed.

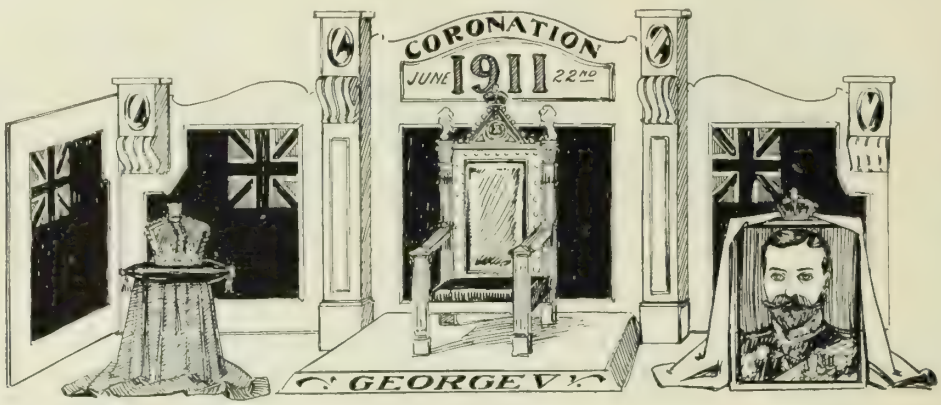
As a central figure, a form is draped in flags to represent Britannia holding a crown over pictures of King George and Queen Mary. The entire scheme is done in national colors and natural scenic effects with prominent points done in gold. As an announcement, a 11x14 card in these colors is lettered "A Page in History" or "Coronation, June 22nd, 1911."

hung on a spear-pointed stand. This banner bears the coat-of-arms, is fringed, lettered in gold, "King George Coronation, 1911," and suspended by a gold cord to the top of the upright.

In this design the entire floor space is still available for display and any line whatever could be suitably arranged in the setting. It should not be an expensive background either, although trimmers could spend more according to materials used in making shields and banner. As a fair figure, ten dollars should be sufficient to cover the cost of carrying out this suggestion.

Introduced a Throne.

George Sharp, Finch Bros., Hamilton, has a background suggestion which is practical and would also be suitable for a permanent window fixture after



A more permanent effect and panels of national colors, jacks or ensigns. By Geo. Sharp, Finch Bros., Hamilton.

To carry out this design, more expenditure is necessary than in other suggestions. To procure the lumber, paint the scenes and provide other essentials like the busts of the King and Queen, this background would possibly cost about thirty-five dollars. There are electric lights to consider also, and in most localities this window would cost about that amount.

Effective Simplicity.

It is remarkable that the majority of background suggestions from smaller centres have all been more elaborate than from larger cities. For this reason, attention is called to the background by E. P. Burns, of the Robt. Simpson Co., Toronto. This design represents a good example of stiple drawing and also introduces simplicity, as well as some suggestions which were not found in other effects.

The entire outlines of a mirror background are finished plain with national colored materials or combined shades of purple or coronation blue with white. Either end is draped with shields and double flag emblems with lion or unicorn designs, gold on a blue mat.

In the direct back at the top and a little to the left of the window another crossed flag drape and emblematic shield design makes use of the Canadian coat-of-arms and Imperial plumes with an appropriate shield.

An effective unit is made to balance this display and a banner such as is used in Court processions is

the national colors have been taken out. This setting is a colonial one done in ivory and gold with inset oval mirrors and panelling in gold.

For the panels, Canadian ensigns or Union Jacks are designed and between the higher pillars, "Coronation, June 22nd, 1911," is lettered in three colors, or gold and white. On a platform about 4 feet by 4 feet and 4 inches high, with bevelled face and velour or felt covering, an effective chair to represent the enthroning seat in Westminster Abbey, is placed. On the face of this platform, George V. is spelt in block letters.

At one side a flag-covered stand supports a crimson cushion and crown, while a portrait of King George, draped in imperial colors, is supported on a crown-mounted easel at the opposite side. The floor covering in this window is preferably green felt or carpet. As a further suggestion, large frosted globes could be placed on each pillar and electrically lighted.

Any trimmer who has a genius for carpenter work could have this window prepared in the basement or workroom and ready to set in place. If, instead of painting it with three coats and then gilding, the woodwork was covered with cheap cotton and alabastine used, a less expensive and just as effective result would be gained.

Decorators should be able to carry out a semi-permanent effect which could be left for three to six months and be suitable for any kind of trim at a cost not exceeding fifteen dollars.

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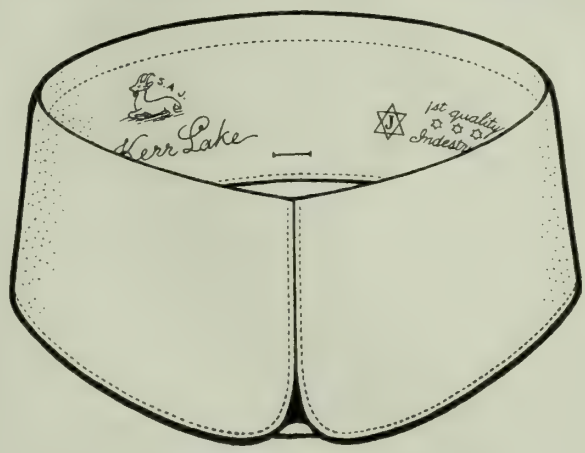

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The Canadian Underwear Company

309 NOTRE DAME ST. WEST, - MONTREAL

Stencilling Used to Advantage.

F. J. Thompson, with W. E. Maxwell, St. Thomas, has offered a suggestion for a Coronation background which is not too elaborate and could well be carried out by any window trimmer. He has also suggested stencilling as a method of obtaining a border and his entire arrangement is thoroughly feasible.

Across the entire back, a unique double framework is made, which reaches about three-quarters of the height of the background. The centre edges are cut away similar in outline to a shield over halfway to the floor. The ground work of these panels is Royal blue. A plain white border of felt surrounds each panel and is stencilled in gold emblems, rose, thistle, shamrock and maple leaf.

Stretched plainly at top above these panels, gold material is used to give distance and as a background for blue lettering for the words "God Save Our King and Queen." Directly in the centre, from top to bottom, a huge Union Jack is draped and in front of this and between the opening in the panels, a large shield and emblem design is arranged. Shields and flags are also suspended one on either side to relieve any bareness in the gold drapery.

Three pedestals, one in the centre with a bust of Queen Victoria, and at each end vases of carnation flowers or statuettes of King Edward and Queen Alexandria, are placed. In the centre of each panel, lithographs of King George and Queen Mary surrounded with gold and crossed flags are suspended and at intervals, monograms and gold crowns interspersed in each panel.

For completing the ceiling, a huge crown made of Coronation flowers is hung from the top and shields and flags are placed at either side. Ribbons to correspond are intermingled from corner to corner. As a floor design, a huge Union Jack in red ground with ribbon combination is suggested. By crossing these ribbons are made to form the Jack.

To carry out this design effectively and buying manufactured crowns and monograms, expenditure of at least fifteen dollars would be necessary.

Crown, Photos, Pillars and Colors.

E. McEachine suggested a practical background for J. & J. Hunter, Durham, which could be used in any size window. Across the top and ends one-colored material was stretched on plain and in this case it should preferably be white with blue outline.

A crown was cut out of rough lumber with a keyhole saw and covered with gold-covered paper, making a very rich appearance. Coronation blue paper was stretched across the back of this crown to give relief and a unit made by combining two large flags and the completed crown. This unit was placed at the top and a little to the right of the window setting.

Two large posts were made of heavy cardboard and covered with blue. Each pillar was surmounted

by gold-covered balls. Between these posts a gold-framed painting of King George was suspended. Above this and across the ends on the white ground, gold letters were used to announce the Coronation.

To complete this window setting, green foliage was placed in each corner to give a softened, as well as a summery effect in keeping with the goods displayed. If decorators watch closely and avoid cutting materials, this window could be dressed easily within a five-dollar limit and should not exceed that figure.

Attractive and Inexpensive.

Christena Stephen, with K. M. Stephen, Grimsby, Ont., submitted a background that could be arranged by any store in Canada. While not so elaborate in design as others suggested, it would add dignity to any store front and prove a pleasing trim.

A plain white background was surrounded with Union Jacks or materials in which Jacks are woven one into another. Suspended at the centre, a gold crown lined with red proved effective against the white at the back. At either side oval pictures of the King and Queen were wreathed in maple leaves and two beavers introduced, as representing Canada.

The color combinations of red, white and blue with gold and green are all fitting for window display and coronation settings. Estimating flags at 10 cents each, crown at 75 cents and cost of painting wreaths, this background could be made for $2.50 to $3.00, and flags could be returned to stock.

Background for Men's Hats.

J. A. McNabb, with L. J. Applegath & Sons, Toronto, submitted two backgrounds, which are similar in construction and material used. Both use pleated or curtain hangings and a frame work, although individual designs are different.

In one, a colonial effect is gained by placing pillars at each end and in the centre two box-like uprights are arranged, the back one covered with blue felt and the smaller one placed in front, covered with white felt, with the words lettered in blue, "Coronation of Our King, 1911." On the smaller pillar, a cast of the King shows prominently before the blue background and a gold crown with crossed sword and dirk relieves the top of the other pedestal. An emblematic design of six grouped flags completes the setting.

No. 2 consists of an oval frame-work about six inches wide, covered smoothly with blue felt and outlined in white, is made to support a square board puffed with cheese cloth. A British or Canadian coat-of-arms is placed on this and a large crown fitted at the top. This unit is thrown forward by crossed-draped flags, which meet in effective design at the centre back of the setting. A gold curtain is used in straight hanging effect. National colors are also suggested.

For men's wear windows, these designs would prove appropriate and not expensive. They come within a five-dollar estimate and if trimmers desire to carry out this effect merchants, generally, should be willing to consent. A good window should result.

Wave Pleating in White and Blue.

In his sketch for a Coronation background, Jas. McNicholl, with Richard Hall & Son, Peterborough, suggests the use of wave pleating in alternate white and Coronation blue.

A frame is made the exact size of the window. It is suggested that this be in sections so that it will be easily handled and put into place. Upright strips are placed at regular intervals at each end and across the back and to these the materials are fastened. Thus, if material is 36 inches wide, uprights should be 30 inches apart. Selvedge edges are pinned to uprights and goods allowed to fall in semi-circular waves or fold within fold. No damage to fabrics is necessary and they can be returned to stock.

Across the top a single width of goods of Coronation shade extends the entire width of the background and ends. Then along each upright to cover the edges between the rows of pleating, ribbon, preferably narrow and Coronation and white color alternating, is used. For a series of windows these colors could be arranged: white, bordering blue, and blue, bordering white or introducing national shades.

Three floor coverings are possible: green denim, white felt, bordered with blue or marked out with red and blue to represent a flag.

In the centre a semi-circle and pointed canopy is made from light strips of lumber bent into the proper position. This is covered with pleated red, white or blue. Around the front a border material representing small Union Jacks is made by using ribbons and below this on the lower strip, 5 candle power lamps are inserted. These can also be colored red, white and blue, alternately. To further en-

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Send along photos of your Coronation trims.

The Coronation season gives the window trimmer in every city, town and village great scope for his ability.

His windows and interiors will express many original and effective ideas.

He will also be called upon to decorate public buildings in competition for prizes offered by his municipality.

The Dry Goods Review in the accompanying article gives many good suggestions.

It is now anxious to obtain photos and all particulars showing how the trimmer measured up to Coronation opportunities.

Photos not only of windows and interiors but of public buildings and halls will be of interest, for all this is within the trimmmers' scope.

For photos available for publication, The Review's Art of Display Department makes it worth while.

Do not be afraid of comparisons.. Send along photos of anything at any time embodying your best efforts. Your ideas may be original and will always help the other fellow.

hance this setting, green velour is draped on each side and in lambrequin effect across the front of the canopy. Gold chains and ornaments are used to hold these in place.

Beneath the canopy and directly in the centre of the window, a small table, covered with a silk Union Jack, is surmounted with a gold crown. To relieve either side, photos of the King and Queen are suspended on a national shield and an emblem of draped flags used as a fitting embellishment.

It is further suggested that a show card bearing the inscription "Long Live the King and Queen" be worked out on a white mat with a flag design in colors in the upper left hand corner.

The amount of material which is lost in dressing this window is very small and small strips can be procured for the frame work at 20 cents each. Five dollars should cover the expense, although lighting might exceed this figure.

Short course in Card Writing

See important announcement Inside back cover of Men's Wear Review

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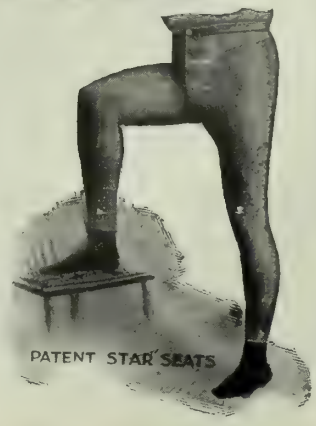
"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



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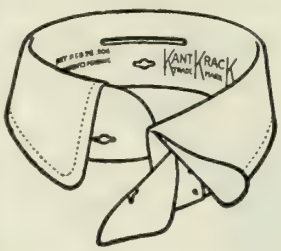

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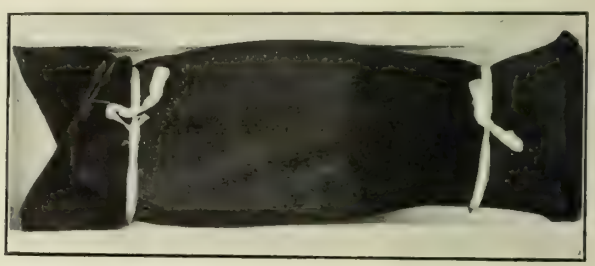
New Hosiery Numbers

Men's Silk and Lisle Hosiery Having a Good Run — Cashmere and Heavier Lines for Fall — Preparing for January Delivery.

In men's silk hosiery, all the leading plain colors have had an exceptional run at the mills. Men's furnishers are successfully featuring ties and silken hose to match at popular prices. Tan, ox-blood, pearl, grey, helio, myrtle and light shades have been proportionately taken, and retailers expect a splendid sale from now until the close of the summery season.

Some buyers state that cadet blue is going to drop out, and except for special orders none are being dyed. Some of the darker colors have also been discarded.



Men's "All Silk" hosiery boxed in quarter and half dozens at a popular price, all shades included. Manufactured by Penmans Limited, Paris

There will be no changes in qualities in either silk or regular stock lines, as far as the manufacturer is concerned. It is expected that new machinery will have to be installed to meet the January delivery demand on better grades and high class lines, especially silks and lisles will be made of the best yarns it is possible to procure.

Men's lisles to retail at half a dollar have proved most popular. They have sold in all the leading colors. A new line at $3.75, which allows a fair measure of profit when sold at fifty cents, has proved to be a selling number since it was introduced. The features are special insert everlast toe and heel in combinations of blacks, tans, pearls, etc., in contrasting shades. In the mercerised lisles, the line to cost $2.10 doz. have proved a good selling number as was to be expected. All the staple shades are offered.

For Fall placing, the regular lines of cashmere are shown, combining latest improvements, possible by means of up-to-date machinery. All the staple heavier makes in winter weights are now on the machines, from the cheaper grades made of two-ply natural Canadian wool to the heavy qualities suitable for prospecting, lumbering and outdoor vocations.

"I regard business as a most interesting study. There is something new to learn about it almost every day. The moment a man thinks he knows it all, it is time for him to step out, for the fellow next door, who is still learning, will overtake and pass him."—G. B. Ryan, Guelph.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire-proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Ideas That Are Worth While

Some enterprising merchants have found it a good scheme to advertise that, during the Summer months "a cool glass of Spring water" will be given to any customer who asks for it.

This is fully taking advantage of the agitation for healthful water and the necessity for having filtered water to drink as a precaution.

* * *

• • •

Small tables in mission design and round tops have proved very effective in some stores when placed in the aisles or at prominent locations. Of course these are finished to match the other interior fittings.

Only high-class trims and showings of fashionable silk dress goods and trimmings are made and each is arranged in unit design suggesting proper matching of colors and accessories. These displays prove attractive and interest aroused often results in sales not otherwise possible. At some seasons these arrangements are made of particular educative value in regard to style trends.

• • •

To enable advertisers and window trimmers to co-operate, merchants have found that printed sheets are advisable. A consultation is held each week and the next week's business laid out. This allows the trimmer to plan ahead and ad.-men to prepare copy with better success. These window schedules are adhered to as strictly as possible and it has been found that one week ahead is sufficient to plan so as to give unexpected events full publicity when necessary.

• • •

In view of the half-holiday and early closing policy of the Summer months, a notice hanging over the office, near the elevator or other prominent places, is sometimes found advisable. This notice reads, "This store closes at five o'clock, but opens at eight." As a hint and comparison, two objects are reached and the suggestion given that in return for liberality and shorter hours, prompt arrival to business is expected. Some salesmen are apt to consider this matter in an entirely different light and because others take undue advantage, feel inclined to do the same. For bright merchandising, it is necessary to be in departments at eight o'clock and in some cases should not prove a hardship, if even a few minutes earlier were adhered to.

• • •

One merchant has a novel method of overcoming "spiffs" which are fast becoming a thing of the past.

Salesmen are asked to list in a small book, which is placed conveniently for them, any sales made of slow or otherwise, perhaps, undesirable stock. From time to time clerks are congratulated and a measure of encouragement given for their ability as salesmen. In this way, full recognition is possible and salespeople are not humiliated by thinking that if they are worth so much a week they should get it without having to work on "spiff" merchandise. Another feature lies in the willingness to show otherwise neglected stock instead of always passing to more popular styles or fabrics likely to be easier sold. This method also overcomes the tendency to show older goods first with the result that the store is apt to get a reputation for old stock. A true spirit of salesmanship and personal ability is encouraged and fostered. Extra incentive to offer less desirable lines intelligently and with tact, is generally the rule.

L. BAUMAN & CO.

The largest Importers and Manufacturers of Artificial Flowers, Vines, Sprays, Palms, Bouquets, and Window and Interior Decorations.

359 W. Chicago Ave., CHICAGO, ILL.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
38 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT
19 Passage des Petites Ecuries, - Paris, France

Correct Wear for June Bridegroom and Best Man

Fashion has ordained grey to be a most approved color for accessories for the afternoon wedding. In the above grouping the vest, gloves, necktie and hosiery are of grey, though vest of white silk, or fancy vesting is often worn. The groom presents a box, similar to the above, containing gloves and necktie, to the best man, and accompanies it with a favor in the shape of a stickpin or links, sometimes both. The round tab collar is coming into favor for dress occasions, though all prevailing styles are worn.

The cane for such an occasion should be slightly heavier than the swagger styles used in ordinary street wear, with ornate inconspicuous mountings of gold or silver. A tight rolled umbrella with neat handle is recognized as a good substitute for the cane.

The correct jewelry to be worn by the bridegroom and his best man is of pearl, or plain gold, in very neat effects.

The silk hat shown here is illustrative of the style approved for coronation wear, and embodies the latest lines.

For the use of neckwear, vest, hosiery, gloves and jewelry illustrated here The Review is indebted to Harcourt & Son, Ltd., King Street West, Toronto; for canes and umbrella, to the Irving Umbrella Co., Toronto, and for the silk hat to Fred Grills & Co., Toronto.

Cupid Makes June Month of Opportunity

Good Business Should be Done in Better Class Lines — The Correct Thing for the Day Wedding — Summer Permits of Many Informalities — Grey in Strong Position — Itemized Lists Make Good Advertising.

DURING the present month, men's wear stores and departments will be called upon to meet the requirements of many young men who have now decided to marry. All months have their weddings, but June is the month. Whether the bridegroom belongs to the ranks of society or not, there will be new toggery of every kind to purchase, and for accessories, such as this, it is always possible to sell higher-class lines, no matter what the social distinctions may be or how one may be inclined to look at the relative standing of different parties. One man will consider the expense of such an occasion as a matter of course, and not as calling for any extraordinary preparations in his already well-ordered wardrobe. He is the man who is not troubled with the financial aspect of the matter. Another prospective bridegroom will have reason to be more careful, but what he does for the occasion will be good. If it is not, it is the salesman's fault.

Some Wardrobes Always Ready.

In some circles it is regarded almost bad form for a man to buy an entirely new outfit for his wedding. He is snpposed to have his wardrobe so well equipped that such a thing would be somewhat unnecessary. But to the man who can only afford to buy two suits a year, and who must make one of these answer for special occasions, the expense is comparatively greater.

What will my outfit cost? is the question that confronts most men, as he views the nuptial scene in advance. Enquiry will reveal to him the fact that he may spend almost any amount from $75 to $200 upon himself. It would appear that a good form of advertising for the retailer would be a space, prominently placed, giving a complete list of the bridegroom's requirements, with some particulars as to the accessories that he should purchase for his best man.

The Correct Outfit.

Two suits are required for actual wedding purposes, one in which to get married and the other for traveling. While the frock coat was formerly the stylish garment for the day wedding, it is giving way to the morning coat or cutaway of black or very dark grey, while the trousers are of dark grey with small stripes or other very neat pattern. The waistcoat should be of grey or white silk or mercerized fabric, either plain or with very conservative pattern, such as hairline stripes or self tones. Although fancy vests have not had a strong vogue of late, the demand will undoubtedly improve for the next few months, and the dealer should not only have a fair assortment of the ready-to-wear article or a nice range of fabrics to select from.

Grey is, of course, the very popular color for all accessories, such as tie, gloves and hosiery, while some authorities do not hesitate to say that a shirt of very pale grey is entitled to approval. While many haberdashers are carrying the flaring-end Ascot tie for such occasions as these, the great call is for the four-in-hand with open end, as in the illustration. There is considerable latitude as to the collar, almost any of the prevailing styles being correct. The small rounded tab, illustrated, is likely to be received with considerable favor. So far as jewelry is concerned, there is a narrow range. Necessity demands at least cuff links and stick-pin, and these should be very neat in plain gold or pearl.

At this time of year, while the silk hat is absolutely correct, the season opens the way to exceptions, and bowlers and straw hats are sometimes worn. Very often the morning coat is eliminated entirely and the groom and his best man appear in sack suits of blue serge and straw hats. These informalities are generally considered quite sensible.

For the Best Man.

For his best man, the bridegroom provides all accessories, such as gloves, necktie, and often a little favor in the shape of a dainty stick-pin. It is a very pretty fashion suggestion that hosiery, gloves, vest and neckwear be all of the one color. The stylish cane for the day wedding is a trifle heavier than that used for swagger wear, and more suggestive of ceremonial purposes, though exceedingly neat, with mountings, if any, that are by no means elaborate. A tightly-rolled umbrella, hardly thicker than a cane, with handle in good style, is now sometimes substituted for the cane.

In the accompanying cut The Review has illustrated an equipment that is absolutely correct. The group includes collar, with small tab and grey open-end silk Derby, group of the more stylish cane and umbrella handles, grey vest, with self stripe pattern, pearl buttons, silk hat of the latest shape, with moderately accentuated bell and neat brim, box containing stick-pin and links of pearl, half hose of grey silk with neat clock, white linen handkerchief, box containing pearl grey silk tie and grey suede gloves. Neat boxes for the tie and gloves should be kept in every men's wear store for just such occasions as this.

Cupid will make of June a month of rare opportunity for the men's wear dealer. They should work together on the proposition. The former has his own peculiar methods of advertising, but the latter has his windows, the newspapers, the neat card, and other means by which to attract the young man with the fluttering heart.

Novelty Cards For Coronation Trims

The Crayon Written Card a Winner on Various Occasions — How the Appropriate Colors May be Effectively Used — The Blue Pencil Idea

By J. C. Edwards, with A. W. Cressman, Peterborough.

Everything is coronation, and newspapers are full of this coming rare event. Manufacturers of various articles are taking advantage of it to introduce some new fabric, garment, or christening a new shade, coronation blue, coronation red; everything is coronation and will be for some time to come until another popular or noted event transpires. We take this opportunity to suggest a few suitable show cards to be used in the trims of men's wear after the King's birthday, June 3rd.

The three cards, Nos. 1, 2 and 4, refer directly to the event now so close at hand. The two cards, 1 and 4, may be used any time after June 3rd, while No. 2 should be used nearer the date of the coronation.

No. 1 makes a very appropriate neckwear card, where the coronation colors are being shown, it being made of black, white and grey, which do not clash in any way with the brightest shades, and being a direct contrast, stands out more pronounced.

Men's wear is generally shown in a small or moderate-size window; this being the case, the small panel card here shown is, we believe, the neatest and most proper.

Card No. 1 is a grey mat, with a black bevelled oval mounted on it, and illuminated with a black and white beading, giving a plaque effect. The lettering is done with a small flat sable brush in the Roman upper and lower. No. 4 card introduces the Union Jack as a background for the crown, the color scheme being yellow shading into the deep browns or sepias on white, with black Roman lettering executed with small flat brush, and the main words, "Coronation Toggery," shaded with sepia.

Should We Emphasize Price?

Show cards for the coronation trims should not under any consideration bring out price as an attraction. The idea is something more grand and gorgeous—more display and fashion. Coronation in itself suggests richness, dignity, grandeur, and mere price is not thought of, nor should it be made a window attraction for coronation displays or in the exhibit of coronation goods.

The window trimmer and card writer will have chance enough in the month of June to display his ideas and put forth his best in his work.

Royal Blue, Red, Purple.

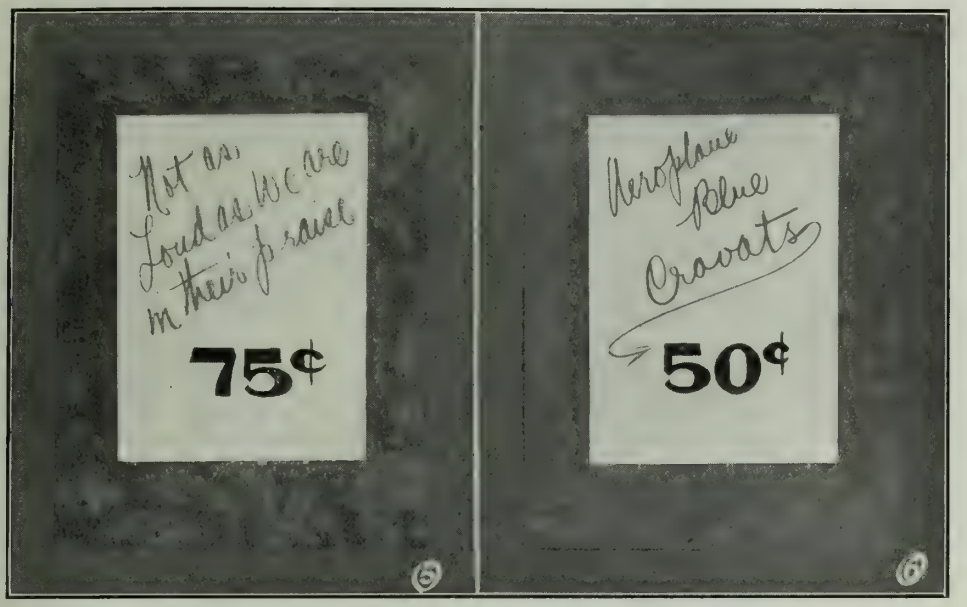
The shades which will be used this month in the color schemes of displays will run largely to the royal blue, red and purple, and, of course, white. Suffice it to say there will be as many shades of royal and coronation colors as there are trimmers in the country, to say nothing of card writers. This, of course, in the smaller stores must be looked for

Leading Shades in Coronation Neckwear
Long Live The King
Correct Summer Clothes
We have an idea we can please you. Come in and let us show you our choice selection of new Natty Summer Suits
Coronation Toggery - the outing suit for holidays
1
2
3
4

Appropriate cards for coronation trims. By J. C. Edwards.

to some extent, as the stocks at the disposal of the decorator are more or less limited.

The card writer will find he will have his hands full if he tries to mix the royal shades out of dry color to get them to correspond with the royal shades used by the trimmer. We would advise him to keep strictly away from colors of any kind and adopt the contrast idea displayed in the show card No. 2 shown here. The crown itself is black and white, and the lettering black on white, mounted on brown; the latter may be supplanted by black or any other dark shade.



Effective use of the old-fashioned pencil card. By J. C. Edwards.

In introducing the next three novelty cards, Nos. 3, 5 and 6, we are simply reviving the card which many a country store clerk made years ago, before card-writing had reached the rural district—and even before hand card-writing was known at all. Even now the same thing will be seen in the country village, and we have seen it in small towns and cities. We have known the crayon card to be used in a large American city, by one of the swellest clothing shops, and the way this crude card took with the general public was marvellous, resulting in the building up of one of the best and most progressive businesses in the city. Why? Because the people like novelty, and they got it in this crude card. They talked and watched and read good, catchy, snappy phrases and then bought.

Of course, we would not advocate the small store which had not used good show cards trying it at all; the public would not appreciate it; but let a smart shop in town adopt it and see the result. We advise the application of a touch of good lettering or decoration with it to avoid the thought that it was for want of a card-writer that it was used. However, this is not necessary if the store is the right kind.

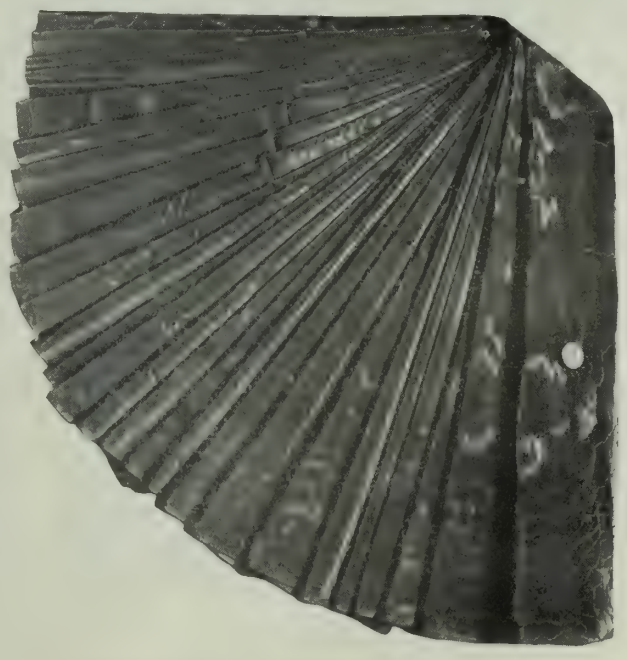
Sample No. 3 shows the crayon announcement applied over a relief panel of brown, which gets a little away from the "of necessity" idea, and, we think, makes the card more attractive.

Blue Pencil Sale.

The two cards, 5 and 6, might be termed photo mounts used as price tickets, being written with the crayon, and the price lettered with the brush. This idea has been carried out in our annual blue pencil sale in January. All advertising cards were lettered with a blue pencil and the price cards given strength with the aid of the brush. Bulletins and rig cards were carried out the same, and made very striking signs, out of the ordinary, and entirely different from the usual run of advertising cards. This is a day of antiques in everything; show cards must fall in line.

Slingsby Mfg. Co., Brantford, are completing their new water power plant. The cost of this work is estimated at $25,000 and the connections are particularly conducive to cheaper manufacturing, as far as power is concerned.

At present, this mill requires about 400 h.p., but with the new improvements, 600 h.p. will be available if needed.



Silk moire antique in Coronation shades. Shown in new neckwear samples by The Novel-Ti Co., Peterboro.

An effective men's wear window by Glen S. Case with Dunfield & Co , King St. W., Toronto.

Although this window was trimmed for Easter, it embodies a good suggestion for a June wedding display.

A fancy basket is here suspended from the window top and filled with Easter lilies. For June, orange blossoms or roses could be substituted and wedding accessories attractively arranged.

Suggestive shirt and summer wear units for interior or window display by Reg. Brown with The Cressman Co., Peterboro.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Conditions Leading Up to An Assignment

Some of the Danger Spots to be Guarded Against — Summary of Two or Three Actual Cases — Tendency to Move Along Line of Least Resistance — Applying the Remedy.

By Howard R. Wellington

THE writer has been interested recently in studying the varied statements submitted by assignees of estates and the apparent cause of the failure in business. By sizing up the situation, keeping in mind the location of the business in each case, the conditions existing prior to the trouble may be surmised, and if merchants would devote some time in the study of such cases, and profit by them, there would undoubtedly be fewer business lapses to-day.

Too Much Stock.

We all admit that the merchant who carries too much stock will come to grief sooner or later, as this is undoubtedly one of the most common causes of failure. It is a very difficult proposition to know exactly how much stock to buy, as our climate is so erratic that a season may be very short or late and the merchant finds himself heavily stocked in goods which are out of season. The only remedy is for the merchant to use extra care and good judgment in the assortment of merchandise for any one season, keeping in mind the district in which he is located, the customers who come to his store, and the amount of capital he can afford to have tied up in the different lines.

Too Little Profit,

The strong tendency is to move along the line of least resistance, which is to sell goods at a small margin of profit, but we should remember that anyone can give goods away, but it takes a keen, up-to-date business man to sell goods at a profit.

A salesman who disposes of goods at prices reduced from regular is actually only an order-taker and is of no practical help to his house.

We realize that a certain margin of profit cannot be added to every line carried in a general store, because competition is too keen on such lines as have standard recognized prices, and it is impossible for a merchant to get more than an advertised price, but on other lines a larger percentage of profit must be added to average up the whole.

Percentage of Expense.

It is generally admitted that the average percentage of expense for operating an ordinary store is between twenty (20%) and twenty-five (25%) per cent. It stands to reason, therefore, that you must average your addition for profit at more than 25 per cent.

A merchant must find out for himself which lines will permit of the addition of a larger percentage of profit, as it depends largely on the location and the proximity to a larger centre which is approached readily by the townspeople.

The idea worked out in this window by Warren Andrews, of the Anderson Co., St. Thomas, could be used to advantage in a display of men's clothing and accessories for mid-summer wear.

Actual Instances

In order to give some idea of the varied forms of assignments, we give below three actual cases. The figures are changed slightly, but the general effect is the same:

No. 1—

Assets:		
General stock		$ 32,000
Furniture and chattels		3,000
Cash and bank		800
		$36,000
Liabilities:		
Bank	$ 2,000	
General	30,000	32,000
Nominal surplus		$4,000

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

TRAVELER, with good connection in Toronto and Ontario, would like more good lines for furnishings and dry goods trade. Box 15, DRY GOODS REVIEW, Toronto.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

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TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

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COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

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HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

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FOR SALE.

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LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited. ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

No. 2—

Assets:

General stock		$ 14,000
Fixtures, etc.		1,000
Cash and bank		50
		$15,050

Liabilities:

Bank	$ 1,000	
General	10,050	11,050
Nominal surplus		$4,000

No. 3—

Assets:

General stock		$ 32,500
Furniture and chattels		1,000
Cash and bank		500
Book accounts		4,000
Property		6,000
		$44,000

Liabilities:

Bank	$ 10,000	
General	60,000	70,000
Deficit		$26,000

In the case of No. 1 the difficulty is a lack of capital, probably from the start. The turnover must have been large, probably about $80,000, but the liabilities were so heavy that it would be necessary to renew paper every month, lose all cash discounts, pay heavy interest and exchange charges.

The small margin added for profit is nearly all eaten up with these charges and also with the running expenses referred to above, of about 23 per cent.

The only redeeming feature of a business in this condition is the large turnover, which is really remarkable for the capital invested.

The Remedy.

The only solution of such a situation would be an extension spread over a term long enough to permit of a small addition to capital each year. To effect this profit, better prices must be obtained on some lines. It may be necessary to sell staple lines on a very close margin, but on other lines prices should be marked up even slightly. If at all possible, the expense should be reduced to 18 per cent. This would give a fair profit, which would increase capital each year and the concern would win out by a strenuous effort.

Compare No. 3 with No. 1. The stock is practically the same. The only material difference in the assets is the real estate, in addition to No. 3.

The business in the case of No. 3 was a very large turnover, probably three times as much as No. 1, but the stock must have been sold recklessly at only a small profit or none at all.

In such a case, conditions must have existed for some time and renewals been frequent.

The stock is not too heavy in this case, but the selling prices were not right. The expense was comparatively light, and while it would be an utter impossibility to pull such an affair out of the hole, material improvement could have been made by making at least a margin to cover expenses.

No. 2—In this case the principal difficulty is a large stock. In a comparatively small place with a very limited number of customers it is generally a physical impossibility to unload a heavy overbought stock. There is very little enthusiasm created and a customer who has been in the store once is not appealed to again.

At the same time, if the stock is well assorted and an extension is granted for a long time, we believe No. 2 would win out. It requires a great deal of pluck to tackle a proposition of this nature, and a great deal depends upon the condition of the stock whether sufficient interest could be created to make the attempt.

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Young Man! What Are You Going To Do To-morrow?

TO-DAY you are an ordinary, every-day clerk; a salesman drawing a fair salary for your services. What will you be to-morrow? What does the future hold for you? You may say "*Oh! Let to-morrow look after itself; something will turn up.*" That's very well; but, if you ask your employer how it came about that he is to-day the head of the establishment, he will tell you that he didn't sit down and wait for *something to turn up;* he got busy and turned that *something* up himself. Now, you get busy on this proposition and don't waste your valuable time. Watch for the July 1st issue of this paper—Card-writing free to all who will get into line.

Have You Planned For Your Future In The Business World?

THERE are possibilities presenting themselves to you every day. This is one of them. Don't turn it down, but, consider it well. Card-writing, to-day, is one of the main branches in the publicity of all lines of business—Dry Goods, Clothing, Grocery, Hardware; yes, for every line you could mention. Ninety-nine business places out of a hundred want live, trade-pulling show-cards; two out of that ninety-nine can afford to employ a man to do this work exclusively. What are the other ninety-seven going to do? One of the salespeople must do it, and that one will get the extra money. Will that one be *you?* Will you take your future in your own hands?—Listen:

July 1st number of the Dry Goods Review will contain Lesson No. 1 of the most practical course on Show-Card Writing ever offered the beginner. This is

The EDWARDS Short-Cut SYSTEM of Card-Writing

the only course to-day that is modern, practical and easy to grasp, leaving out all RED TAPE and dealing exclusively with the very best alphabets, used by the best card-writers all over the country—from the Atlantic to the Pacific. The course will be run in twenty consecutive numbers of this paper, beginning with the July 1st issue. Subscribe now, and get the complete set of full-page lessons with a full page of instructions and samples of cards showing the alphabets put into practice. A whole course in practical card-writing for only the price of a year's subscription to Dry Goods Review.

THE MACLEAN PUBLISHING CO., LIMITED

MONTREAL TORONTO WINNIPEG

Tooke

DOUBLE COLLARS

Have exactly the right tie space

Every TOOKE double collar, high or low, close fitting or cut away, has enough space to allow the tie to slip easily, yet not enough to make it flare out in front.

This space is not the result of a special method of ironing, which a laundry will never duplicate—it is the result of careful designing and accurate cutting.

For each type of collar we have figured out just how much "spring" is required to give enough tie space, and for each type we have made a special die shaped accordingly. With this die each collar is cut out separately – not in a pile with a lot of others.

When you consider that a variation of $^{1}/_{16}$ of an inch will make the tie bind or the collar flare too much, you see the importance of this cutting out each collar by itself. By this means we make sure that each and every one is exactly the shape we designed it to be, and has exactly the same amount of tie space.

This is one of the reasons why TOOKE Collars are "Canada's Best" and most popular.

QUARTER SIZES **THEY FIT**

2 FOR A QUARTER

TOOKE BROS. Limited, Montreal

Manufacturers of Shirts, Collars, Cuffs and Neckwear, and Importers of Men's Furnishings.

THE MEN'S WEAR REVIEW.

Vol. I—No. 5 Office of Publication, 143-149 University Avenue, Toronto July 1, 1911

Semi ready

How to Reduce Stock and Make More Money

IT HAS BEEN PROVEN that a General Store or Dry Goods Merchant cannot make money out of a tailoring department. A clothing stock climbs up into money, and the turn-over does not always justify the investment.

Our Sample Stock of Semi-ready, backed up by our Special Order delivery of garments in four days, solves both these problems.

With a $1,200 stock of Semi-ready one merchant did $18,000 in Semi-ready Tailoring in one year.

Be a free subscriber to our weekly paper, "The Semi-ready Special," and learn all about our system at first hand, and in your own good time.

Semi-ready Clothes have prestige with the public.

Semi-ready

Address all letters to
SEMI-READY, LIMITED, MONTREAL, CANADA

Established 1890

Our Trade Mark

FORWARD

Guarantees Quality

HEADQUARTERS

FOR

WOLSEY

UNDERWEAR AND HOSIERY

27 LINES OF UNDERWEAR

15 LINES OF HOSIERY

GARMENTS THAT BEAR THIS LABEL INSURE SATISFACTION TO YOUR CUSTOMER—SALES TO YOU. WE ARE DOING THE LARGEST EXCLUSIVE MEN'S FURNISHING BUSINESS IN CANADA TO-DAY.

SEE OUR SAMPLES

Matthews, Towers & Company

MONTREAL, CANADA.

MENS CLOTHING AND FURNISHINGS

Next Spring's Style Trend

The English Art Will be Featured, but Modified for Canadian Demands --- Manufacturers Watching Conditions Closely

THERE is not expected to be any great changes in clothing styles for Spring, 1912. In fact, it is stated by authorities that styles will not vary to any material extent. Tendencies hint that no greater changes will be noted than have taken place during the last couple of seasons in ready-made clothing, and many of these improvements have been rather in perfection of manufacture than in changes of style.

As foreseen some months ago, clothiers in United States cities are featuring English-cut garments, and some have already shown non-padded shoulders. This style feature will be shown here for Fall, although conservative clothiers estimate that Spring will be soon enough to bring forward decided changes on English cut lines as extreme as this. Salesmen, however, are already asking for these, and state that some stylish dressers are inquiring for novelty suits similar to those worn by tourists and visitors from cities in the United States. Quick to note any innovation, salesmen are just as quick to demand style points like this to add novelty and talking features to their showings.

Trade has to be Educated.

An important point, however, is discussed with regard to the tailoring required to properly build a padded shoulder and maintain satisfactory garments for customers. Manufacturers state that in adopting new styles they do not always add as much novelty as they would sometimes like, and that trade has to be educated to safely warrant pronounced changes. Very often styles that would appeal in larger centres are too marked for outside buyers, and designers are thus handicapped in anticipating styles.

Closely allied with this is the information that, if Canadians are adopting English lines of closer fitting garments, some English manufacturers are copying styles shown in Canada to-day.

Instances of this are frequent, and in criticising our manufactured clothing, they say workmanship is more of an incentive than style changes. As a case in point, high cut vests would be impossible for English manufactured trade to a great extent, whereas tendencies here are in that direction. As for Canadians, cloths made on English lines would be just as impossible on account of the cut and general outline required for local trade. Some manufacturers have adopted these cloths in overcoats, following United States models with marked success.

Buying for Spring.

Several buyers are now in English mills selecting cloths for Spring, but in some cases it is evident that, outside of staple lines, a forecast of cloths, likely to be demanded as novelties, is hard to form. Buyers have not that information from the tailoring trade which is possible to manufacturers. This is getting more evident each year, as tailors are unwilling to stock fabrics until later each season. A great deal has to depend on samples introduced at the mills and personal judgment.

Manufacturers, therefore, in buying larger quantities, and in being informed of style trends through sales conditions, have this basis to direct them and help judge newer selections offered.

This is another evidence of the strides taking place in ready-made clothing to-day, and if manufacturers have this important information, there is every reason that designers should anticipate to a greater extent each season.

Salesmen and ready-to-wear merchants are closer in touch with everyday demands, and it is claimed that quicker adptation to style changes as a method of educating customers a season in advance in order to reap greater benefits the following season is coming.

Style is Insistent.

Style is becoming more paramount each succeeding season, and garments have to feature style earlier each year. There is no reason to criticize garments to-day with regard to workmanship or finish in most cases, but it is claimed that designers have to give more attention to the finer points of style in advance.

No decisions for Spring styles are made final until August 15th, and travelers do not start with samples until a month later. Manufacturers claim that locality demands and want of confidence are two conditions which hamper them in showing markedly advanced styles. There is as much diversity in demands as there is in localities, and if buyers insist on extremes to add novelty, they will have plenty of the latest models to select from in samples shown for Fall.

It is well understod that style radiates, and that there is exactly a season difference in some cases. Confidence between stores and customers is an important thing, and high class or advance novelties are generally found where this confidence exists. Style decisions will be made directly, and if manufacturers were sure of similar confidence between themselves and buyers, styles could be advanced a season in a great many instances.

Where a merchant develops a well-dressed community, which depends entirely on his authority, style demands of a high class nature result. Manufacturers find that some incentive is given in suggesting finer style points in clothing, when these are appreciated. They state that enough scope will be given buyers of Spring lines and designers will be greatly influenced by styles as found in larger centres, and that their decisions will be ready inside of a month.

Merchants will have to be directed by their local trade conditions and ability to create high class demand within their own communities. From the manufacturers' point of view, merchants requesting acceptable novelty styles will be able to secure them for Spring, 1912. These styles will, of course, be on English lines adapted to meet Canadian requirements and hardly as close-fitting as the typical English garments. Changes in tailoring or further changes will be a matter of locality. Manufacturers will meet these conditions as they arise.

Suitings for Spring, 1912

Forecasts by European Buyers — Favorite Cloths in Neat Designs, Checks and Pencil Stripes — Lighter Shades in Grays, Browns, and Softer Tans to Lead

A forecast by a prominent buyer, as to what would appeal to him for Spring, 1912, and who has just left for England, would indicate that tweed mixtures, plain twills, pick-and-pick and twill worsteds and worsteds in tweed effect will be good again.

Bannockburn and tweed mixtures make a high-class suit, but there does not seem to be the feeling through the trade that as many will be forwarded as last year.

Regarding colors, greys, browns, green or heather mixtures are to be taken, and the later demand for tans in soft shades experienced this year will increase with next season's selling. Judging from the last two years' business, Oxfords in twill worsteds, and these comprise six different shades, will take the lead. Brown will be strong. In blues, medium fine twill worsteds, light indigoes will be more than staple in demand, and pencil stripes in blue and white and black and white promise to be again exceedingly popular for young men's wear. As in other years, it is always possible to find novelties, and, of course, it is too early at present to state exactly what will be shown by the manufacturers.

Good Season Expected.

Early buyers, who have returned from their European trips, are particularly pleased with novelties offered, and look forward to a successful season for Spring, 1912, if color and design are considered. Sufficient diversity in these effects are noticed to warrant these expectations. In high-class men's clothing, there has been a steady increase in business each season, and exclusive men's tailors are buying better lines. Larger quantities each trip is the result found by most wholesale buyers. This shows in yearly turnover and there is every reason to expect a continued growth among high-class tailors, as novelty in style, design and color is made a drawing factor.

One thing is certain, shipments of wholesale woolens are larger to-day than ever before, and buyers are given a greater opportunity of selection in the matter of introducing novelty suitings and trouserings than formerly. There is every reason to expect a satisfactory increase for next Spring.

From samples brought out, there is marked indications of a further revival of the cheviot-tweed trade in neat effects. Bannockburns are still to remain

Unit display of men's clothing and accessories by Reg. Brown, Cressman Co., Peterboro.

popular with high-class makers. There will also be a good demand for fancy worsted suitings in styles and colorings very similar to tweed. Herringbones and diagonals will be shown, but no decided stripes are seen. Exclusive cutters show a disposition to get away from heavier stripes, newer goods being principally on the neat order and leaning to pencil stripes, of which manufacturers are all showing large ranges. Saxony tweeds are called to show a better season than for some time, and any stripes to be offered are on the small order. Many neat, inconspicuous check patterns are noted. For business men's wear, heather and mixture effects in tweeds are to be good the entire season.

The Leading Colors.

Color is to play an important part in next season's sales, and the tendency for lighter shades in all classes of men's woolens will develop more than it did this season. Soft drabs stand out as a marked shade, and, in high-class patterns, greys in two-and-two effects rather favoring black and white in appearance are of first importance.

A Winning Game

Extract from a letter received from a new customer secured through the medium of The Dry Goods Review:—

"I sent a telegram asking you to send me some wash collars and ties. I guess you will have received it by this time.

"By the way. I want to get some more of those narrow derbys with fancy black and white ends. Assort me out a nice line of plain shades.

"It is certainly a winning game to be able to show SWORD NECKWEAR. I have put in several window trims and cleaned out every time.

"I have already established the name of having the classiest neckwear in the city, easy. I advertise my neckwear as "Sword Make." It will not be my fault if I do not increase my business very materially on this line

"The last shipment of Derbys opened up splendidly.

Yours respectfully,

"WELL PLEASED."

BEST BY TEST

This proves beyond a doubt that if you have never handled SWORD NECKWEAR you are making a grievous mistake.

While all neckwear may look alike to some, there's a marked difference in "SWORD MAKE" of neckwear.

Originality of design, colorings, style and finish—all go to make up a perfect article in neckwear.

GIVE US A TRIAL ORDER.

The Sword Neckwear Co., Limited

TORONTO, ONT.

Early buyers will take browns, and grey, as a staple seller, will be a leading color as it has been in the past. Soft colorings will be very popular with good trade and this includes greys, drabs and soft fawn shades, somewhat softer than this season's tans.

In colorings, combining browns and heather mixture effects, several natty blendings will be taken throughout the season. Fairly light shades with silk stripes, which appear to be quite in demand in continental and English trade centres, will gain favor with the opening of the season and later wear. Blues, in dressy fabrics, will be bought in lighter shades, earlier, and with some buyers it is hoped that darker shades will be wanted, as trade is then easier to cater to. However, it is pointed out that young men will select drabs and browns first in preference to darker tones of blue, on account of smartness in design and shades. During the next month shipments of buyers' selections will be received and samples prepared for early choice. Merchants and tailors will find many opportunities to brighten up their stocks with lighter colorings, new designs and high-class cloths covering a full range of prices for their requirements for Spring, 1912.

Hats for Spring 1912

English hat manufacturers are showing samples for Fall sorting orders and placing for Spring, 1912. A diversity of shapes in felt and wool nap fedoras is being shown for Fall which includes several grades of cloths in twenty-five shades in each quality. These shades include seven shades of greens, fisher, moss, hunter mix, sage mix, maple, oak, grass mix, leaf mix, heather mix, two shades of grey, Cambridge mix and dark grey mix and three shades of browns, Montrose mix, bronze and athol.

In the wool nap, finer qualities serpent green, bohemia green, slate, drab, elephant mordore, three shades of sage and other greens russe, moss and three plovers are being taken by wholesalers and hatters in different quantities, color being the important issue, as there is much similarity in shapes. In the fine felt fedoras the range of shades runs feon, sage, tabas, beaver, Cambridge smoke and four greens, plover, light and dark moss and fisher. These hats, of course, are quoted at popular prices and meet Canadian trade requirements.

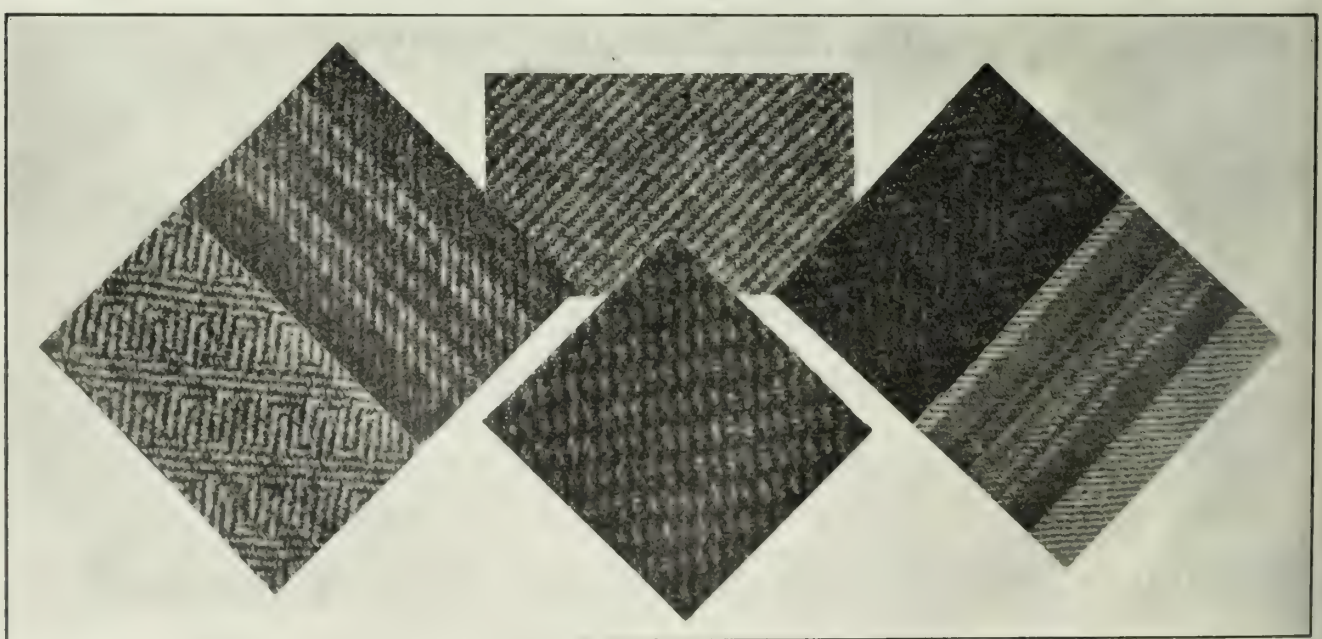
At the same time, orders are being taken for Spring derbies and most wholesale hatters have already placed their styles, which comprises a range

Summer hat window, showing different stages of construction in making of panamas. Figure of workman seated in centre, with painting of tropical scene for background. By J. A. McNabb, for L. J. Applegath & Son, Toronto.

of over twenty shapes which appear more extreme, when compared with present models. These shapes are manufactured under brand instructions and are practically set styles for next Spring selling.

Canadian manufacturers are preparing samples of hats for Spring, 1912, but are not ready to place next season's styles before buyers until Fall selling and sorting are further advanced. Several popular styles for Fall are already assured and small flat set soft hats and telescopes will be good in grays, browns and blacks. A feeling for browns on account of the number of brown suits to be worn is growing.

Canadian derbies are similar to those shown on the United States market and are mostly wide leaf styles the less extreme measurements being 4¾ x 2 x



Courtesy of Nisbet & Auld, Toronto

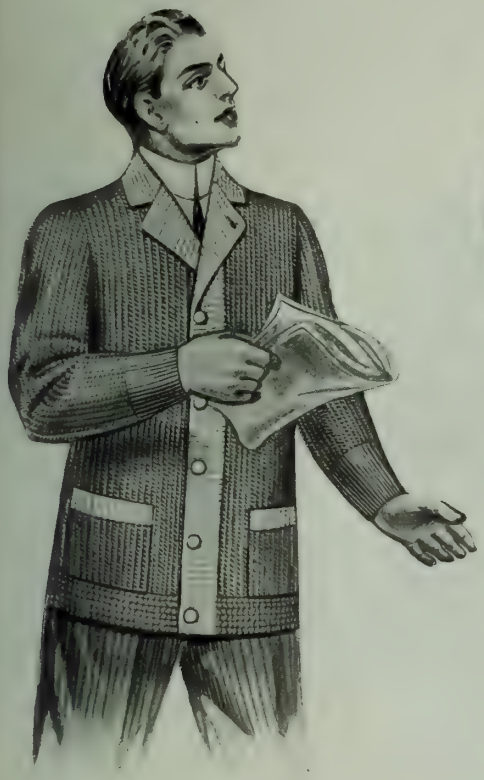
Fall Overcoatings. The two outside cuts are reversible patterns; the stripe design in each case being the reverse. The top cut is a diagonal in soft tones of brown and black and the fourth pattern is a two-tone diagonal in dark Oxford.

Every Season is Proper Season

For the Sale of

MONARCH KNIT GOODS

FOR MEN



Men's Sweater 72.

Men's Sweater 28.

Varsity No. 3.

We Make Sweaters That Men Like

It takes years of experience to find just the proper cut, weight and colors for a sweater line that will sell. We have the perfect line now and will be glad to show you its special features.

The Monarch Knitting Company

LIMITED

Head Office: DUNNVILLE, ONT.

St. Thomas, Ont. St. Catharines, Ont. Buffalo, N.Y.

$13\frac{1}{4}$ and $43\frac{1}{4}$ x $17\frac{7}{8}$ x $15\frac{5}{8}$ inches. Regarding Spring styles it too early to secure any Canadian forecast. Manufacturers have to allow merchants to start the present season's selling before approaching them on next season's business.

Middy Suits for Boys

Buyers Anticipate Spring Samples in Boys' Wear for all Ages — Some Orders Already Placed for Import — Growth of Canadian Manufacture

For boys up to 6 years Buster, Russian, Eton and scout suits all promise to be good for Spring, 1912. These are to be shown again in leading colors white with contrasting shades and light colors, blue predominating, and a number of tans. Scout suits have been particularly good this season and as there is a growing demand for these styles for boys up to 16 years, manufacturers are preparing extra numbers of these as novelties.

For boys 6 to 10 years sailor blouse suits in galateas, drills in tans, blue and white are always good. In these sizes the vogue for tans promises to be a feature next season. Khaki drills in regulation army cloths retailing at a popular price are being taken in larger quantities.

Buyers are providing for the demand for Norfolk 2-piece suits with bloomers in heavier crashes. These are made mostly plain and without contrasting trimmings of any kind. Scout suits in military serge in all wool khaki and army buttons are now selling and for Spring retailers are counting on still greater popularity. These are best in sizes 24-32. This style looks well made of small brown checks in lighter tones as well.

For larger boys double-breasted suits with smaller sizes only, having belts are ready in neat checks, small stripe designs and younger patterns; navy blue and pencil stripe blues are always good. While browns are fashionable from a style point, retailers always find that grays can always be sold. They are therefore assorting their orders with this in view. Buyers are also asking for better garments, clothing made on the same lines as men's and more novelty lines are being introduced as a safe speculation especially for next Spring.

Several buyers are increasing their department by stocking stout sizes for fat boys 10 to 16 years of age. Average boys are of athletic build with smaller waists and buyers are reporting satisfactory business where attention is devoted to stouter boys as is done in men's sizes for stout men.

Buyers are planning for extraordinary business next Spring in boys' middy suits. Several orders have already been imported from English and Belfast manufacturers and repeats made this season would warrant an unusual popularity next season. Those garments which took best this season were made of fine drills with detachable collar and cuffs and epaulette, anchor and cross bars. They are worn with or without collar and cuffs and easily laundered.

Some Canadian manufacturers are already showing these garments for exclusive trade and for Spring designers are now working on patterns which proved satisfactory this season. Retailers will be shown these samples in August and September.

Men's and boys' clothing section, showing wide range of stock and methods of display, Robinson Co., Napanee.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
OF NECKWEAR

Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

Please mention The Review to Advertisers and Their Travelers.

Fall suit model, showing tendency to slightly closer lines. Coats are a trifle shorter, ranging from 29 to 31 inches according to height, and lapels have also been reduced a trifle for the more conservative garments, although longer lapels are adhered to for the two-button sack. Trousers are of moderate width. All fancy touches have been eliminated. The suit illustrated here is of dark Oxford grey Cheviot.

Courtesy of Fashion Craft Mfrs. Ltd., Montreal and Toronto

The "Challenge" WATERPROOF all-linen COLLAR

YES, IT'S PERFECTLY CLEAN ONCE MORE

Just a quick rub with a wet sponge. That's all it needs. It looks like new. Well, that's not surprising. It's a

"CHALLENGE" COLLAR

and a "Challenge" collar is a linen collar WATERPROOFED. It is as white and dressy as a linen collar and as easily washed as a celluloid collar. But it has none of the bad points of either the ordinary linen or the celluloid. It won't wilt, crack, get yellow or frayed, and does not give off an unpleasant odor.

Your customers will like it for holiday wear.
Stock now to meet the Summer demand.

The Arlington Co. of Canada, Limited

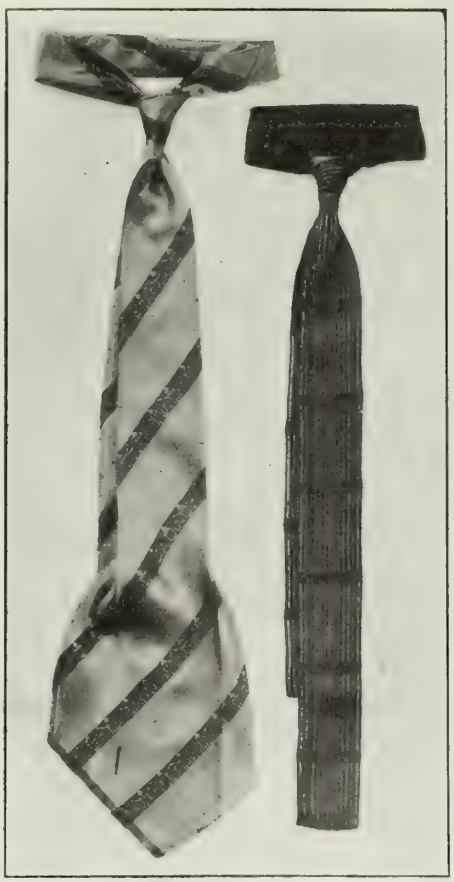
54-64 FRASER AVENUE, - - TORONTO

Stock carried by the following agents: Ontario—J. A. Chantler & Co., Toronto.
Eastern—Duncan Bell, Montreal; Western—R. J. Quigley, 212 Hammond Block, Winnipeg.

Tapestry Patterns for Ties

This is One of the Features of Neckwear Lines Being Prepared for Ties --- Bias Stripe of the Pattern on Plain Ground --- Getting Ready for Christmas Trade

MANUFACTURERS are now preparing their Fall neckwear, and are also considering some of the novelties intended for the Christmas trade. Neat bias stripes are again to be a strong feature of the new lines. Not only will plain colors have a prominent position but the stripes will also include Paisley and tapestry patterns. Thus a plain ground of blue has bias stripe in these designs. This is a decided change from last year when the all-over Paisley and Oriental patterns



Two fall neckwear styles. On the left is a bias stripe in new tapestry pattern on plain ground The other is an accordeon knit in black and gold with crossbars. Shown by A. T. Reid Co., Toronto.

were prominent. The new styles thus combine two features of a former season, and some very acceptable lines are shown.

The continued favor for the bias stripe tie is explained, to a certain extent, by the fact that manufacturers are now lining their goods in such a way as to prevent that strain upon the silk which formerly made bias cut neckwear undesirable.

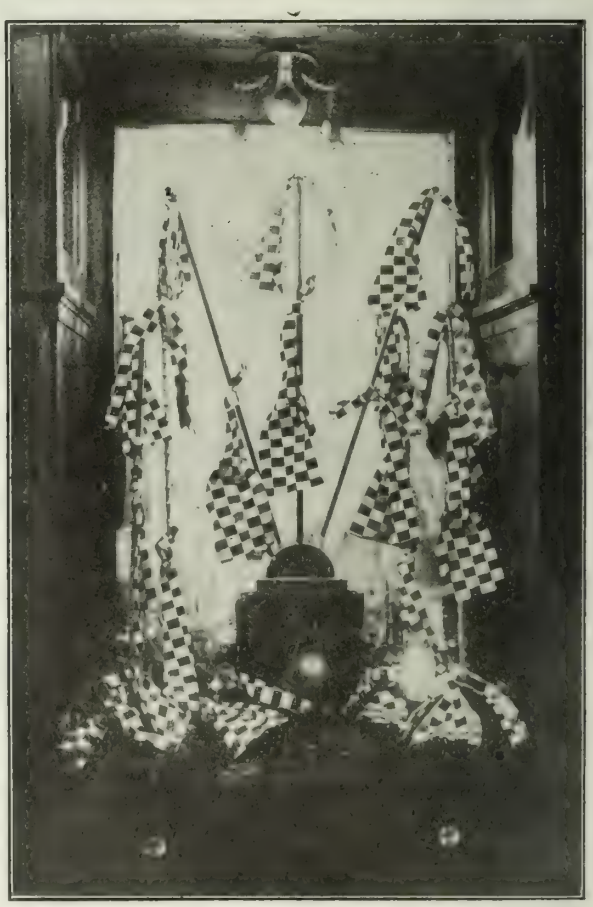
While in some quarters, the lack of decided originality in neckwear designs of the past season or two has been commented upon, it is a fact that there has never been a wider range of very desirable patterns to choose from. At the same time general approval has distributed itself over a much larger range than ever before. The retailer, moreover, by wise display and skilful handling, has developed his opportunity to such an extent that nowadays, as a general rule, he is buying more ties and better ones. This, in itself, is also a tribute to the originality, workmanship, quality and style, reflecting high standards attained by the manufacturer.

Knitted ties have by no means passed out. For the better class trade, the accordeon-pleated tie combining crossbar effects is taking very well. These coming in a wide range of color combinations, such as gold and black, grey and black or any of the other fashionable shades. These ties belong to the $1.00 and $1.50 class and are likely to have a good run in present and Autumn business. Gold by the way is looked upon as one of the leaders for the next season, and tans are also well thought of.

For the Fall trade, ties are becoming wider and a corresponding change will be noticed in folding collar styles for winter.

Roman stripes are another very promising feature of the new lines, and it is altogether likely that the influence of the Coronation will be seen in the prominence given to brighter colors.

Summer business has been marked by a great demand for lounge collars and wash ties. The new lounge collar has had a remarkable run, and some makers found themselves short, necessitating some hurry-up calls on supplies of materials. It is prophesied that these collars will have still greater call



An interior window display in the Picard & Picard's store, Montreal. These spaces, which are backed by mirrors, enable the merchant to show his goods to particular advantage.

next year. Some houses who never touched collars before have specialized in this line this season and report that it has certainly been worth while.

Manufacturers are preparing for the Christmas trade, but will go no farther than to say that some decidedly good things may be expected.

BARGAIN NECKTIES

TO BE SOLD OUT AT **50c.** ON THE DOLLAR

GOING! GOING! GOING!
—Will Soon Be Gone!

But While They Last you can buy "Fifty Cent" value to retail at 25c. This is not merely a sale of a few patterns, but it comprises a large collection in all the season's colors. Every pattern is taken from our $4.50 range, and has the Fifty Cent "ear marks" written all over it.

We will be out with this range on July 3rd, so as to enable you to take advantage of the sale, not only to make a selection for your Mid-Summer Sale, but also for your requirements in 25c. Neckties for Fall. On a previous occasion we had a similar sale—on a smaller scale—but it was later on in the season, and you remember you were unable to avail yourself of the great value we then offered, to the same extent that you wished, because you had orders already placed with some of the 25c. Neckwear Houses, knowing that in the ordinary way we do not make neckties to retail at this price. So this year the sale starts on July 3rd, and we offer you the best value ever put into 25c. ties, and if

"Novel-Ties"—All Silk—50c. Value

are not represented in your 25c. line this Fall you are not doing justice to your Neckwear Department.

ORDER NOW FOR YOUR FALL SALES. Our Travellers are making a special July trip. Or, write for a sample gross. State which style your trade demands: Model 384—Imperial, with 7¼-in. end; Model 385—Four-in-hand, 45 x 1⅜ in.; Model 372—Self-tied Hook-on Knot.

PRICE, $2.25 PER DOZEN

To be sold in lots of 2, 4, 6, 8 10 or more gross, to suit the purchaser.

HOW MANY FOR YOU? WRITE TO-DAY, WHILE THE RANGE IS COMPLETE, TO

NOVEL-TI, Limited

MAKERS OF HIGHEST GRADE NECKTIES

PETERBOROUGH, CANADA

How Sales Have Been Made and Marred

Salesmen Describe Some of the Problems Met With Every Day --- Good and Bad Points Illustrated by Actual Instances --- Far-reaching Effects of Courteous Attention --- Cases in Which Display of Temper Didn't Pay

THE following short stories dealing with unusual incidents in salesmanship were obtained from men's wear merchants and salesmen. They describe some of the problems met with in everyday business and tell how they were handled. Good and bad points in salesmanship are illustrated—instances in which better results might have been secured through a little tact, and cases in which unpromising circumstances were converted to decided advantage.

Articles of this kind are always acceptable. For those that may be of sufficient interest to publish The Review will pay from $1 to $3 each. The meat of the story, in the salesman's own words, is all that is required.

⊙

One Customer Pleased—Told Others.

Here is an incident, described by a salesman, which shows the importance of courteous attention:

"I well remember the afternoon of a Summer day when I was making up a repeat order in the underwear department, a gentleman of about 6 ft. 1 in. and well built, walked up to the counter and enquired where he would find the suspender department. Sizing up my man I noticed in particular his jovial manner. I asked if he required small boys' suspenders or big boys'? whereupon he said that, as far as he knew, all were alike.

"My man was a new customer, and at that point I made a good start to let him realize the interest I would take in his purchase of perhaps a 50-cent article. I thereupon pulled out my tape measure and asking him if he had any trouble about the length or width of his braces, I put my tape over his shoulders and placed before him a line of extra long English braces, 46 and 48 inches long.

" 'Now,' he exclaimed, 'for the first time in about 15 years I shall have pleasure in wearing suspenders.'

"They were priced at $1.25 per pair. He bought three pairs, and shaking hands with me, thanked me for my kindness and attention and said he hoped to see me again.

"I gave him one of my business cards, and here comes the fruit of my attention to an extra large man.

"It was one year after this incident, and again in the Summer, when in came three gentlemen. They were Americans. One of them produced one of our business cards and asked for no less person than myself. Upon my approach, enquiring what I could have the pleasure of doing for them, they just sat on the counter and said: 'Give us some of your patience and attention for a while and we may do some trade.'

" 'First of all, show us some suspenders, extra long.' Then, of course, I recalled my visitor of the past. I sold those men underwear and gloves to the value of $70, and they told me they had been advised while in Mexico to call upon me during their visit to Halifax.

I put my tape over his shoulder and placed before him a line of extra long English braces. He bought three pair. One year later I sold a tourist friend of his, goods to the value of $70. A little attention paid well.

"They were tourists, but I often think perhaps the attention to the first man may still be bearing fruit in selling goods.

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Interest in Stranger Worth While.

The following experience is related by a salesman:

"A stranger walked into the store and asked me for samples of men's suitings, but said he wouldn't buy to-day. I willingly cut samples, and by having a little talk I found his home was a long distance from the store and near a city. I also found he was to be married soon. I asked him to come with me and have a look through the store. I showed him floor rugs, curtains, etc. I told him I would give him 10 per cent. discount off suit and housefurnishings for cash. After a little more talk I got him to leave his order for a suit of clothes. We furnished the suit, with the best trimmings and workmanship.

"A few weeks later he returned and told us he was well pleased with the suit and was prepared to buy his furnishings if I was prepared to treat him as fairly and squarely with it as I did with the suit. I told him it is our policy to do the right thing. He

IT'S TIME

to Think of Your

OUTING SHIRTS

For Fall Delivery

Scotch Flannels

exclusive designs, plaids and stripes, in dark greens and tans and other fancy patterns.

PRICES:

$12.50, $15.00, $18.00, $24.00, $27.00, $30.00.

SEND FOR SAMPLES

THE

DEACON SHIRT CO.

Belleville, Ontario

K K

There is One Perfect Linen-Coated Collar!

When you show your customer the special features of the

KANTKRACK COLLAR

he will see at once that it is the only collar that will absolutely satisfy him. It has a patent flexible lip that relieves the strain on the front fold.

Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements.

It has a patented slit in the back which prevents the annoying pressure on the neck from the back button.

It is extremely pliable, conforming perfectly to every movement of the neck.

You don't have to persuade a man to buy the KantKrack. Show it, and he won't buy anything else.

MANUFACTURED BY

THE
Parsons & Parsons
CANADIAN CO.

Hamilton :: Ontario

K K

bought his furnishings, and when we were through his bill amounted to $175, which he paid spot cash, and we were both well pleased.

"This man was a stranger when he first came to the store and a friend when he left it, and would be one of our regular customers, but we couldn't expect that on account of the distance. However, it pays to be on the watch for business, even with strangers."

⊙

Abused One—Lost Four.

The following will show how easy it is for one to drive a customer away by not guarding your temper at all times:

"I had a dispute with a young man, who was a good customer of ours, over a trifling thing," states a salesman. "This was on the street after hours, and, of course, I thought at the time I was coming out on top by calling him names, etc., and in my temper

In my temper I told him his fellow employees were no better than he was. He told the others what I said, and the store lost four customers.

I said his fellow employes were no better than he was.

"Naturally, this young man told the others what I had said, and the store lost four good customers through my carelessness. This has taught me a lesson I will never forget. It is a valuable asset to any man to be able to control his temper, whether in or out of business hours."

⊙

Carlessness Lost This.

A salesman points out that careless bookkeeping, or not handing standing accounts to customers at least once a year is dangerous.

"I know of one man who was a splendid customer. He didn't make it a practice to run an account, but somehow he had a small account charged against him, which was left for two years.

"We didn't like to ask him for it, and I know he didn't know he owed it, so one day I took courage and told him about it. He told me in a nice way he didn't like that way of doing business and said he should have been told about it before, as he didn't know he owed it, and had his doubts about it.

"'I'll pay it,' he said, 'but you will not have a chance to have any more against me.'"

⊙

Lost His Temper, but not the Customer.

"I had an experience with a customer lately in which, I am sorry to say, I lost my head." This confession is made by a men's wear merchant.

"I had a young schoolboy who was somewhat of a dude and didn't seem to know exactly where

He was a saucy boy, and I told him he was so soft that some one would run away with him. But after he left I was sorry I lost my temper.

he was at. He had the habit of returning collars, especially. I had quite a time finding a certain collar he asked for, but accidentally I found the exact shape.

"He seemed rattled at my finding it. However, he took the collars and next morning came in and said in a saucy way that the collar was too big. I replied, 'All right, I'll exchange it.' Almost in the same breath he replied, 'I don't like it, anyway.'

"I had spent quite a time in trying to please him and after giving him his money back I told him what I thought of him. He said I made him take it. I told him he was so soft that some one would run away with him.

"After he left, I felt sorry for losing my temper, and I made up my mind to try and get him back. So, when I met him afterwards, I never let on about the differences we had, but talked about things I knew he was interested in, and he came back and I sold him a nice little bill.

"If I had not handled him with care the chances are that I would have lost the custom of his family, as he is considered the authority on dress and a model boy by his parents."

It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets**, and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

Courtesy of Semi-Ready Limited, Montreal, Canada.

Two ulster models shown for the coming winter. One is a double-breasted belted model, with deep convertible collar, and the other is a plain fly-front coat, with adjustable collar. These coats are made in diagonal, herringbone, or two-and-two frieze cloths, plain or reversible patterns, in which soft browns and dark Oxford greys in two-tone effects are strongly featured.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA
BDA
THE BEST ITALIAN LININGS BEAR THE
KIRK
STAMP AS BELOW:
KIRK'S PERMANENT FINISH
There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.
(1) The Original 'Permanent Finish.'
(2) 'Velper' (Reg.)
The Velvety Permanent Finish for those who prefer a soft handle.
KIRK'S PERMANENT FINISH

BDA (Copyright)

Showcards or Booklets if de ired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

WORKMANSHIP FG UNEXCELLED

Note Carefully This Price

IT'S A NEW DEPARTURE FOR SUMMER BUSINESS

During July and August, to keep our men busy, we will take contracts for the making up of suits and overcoats for the men's ready-to-wear trade at the surprising price of

$6.50 per Suit or Overcoat

Practically the same workmanship and finish that you would pay us $10.00 for in the regular way.

The Advantage to You

lies in the opportunity to have "dead" cloth stock put in salable shape at an extremely moderate price.

Our reputation as Creators and Makers of Fine Custom Garments is behind the offer.

Don't Fail to Consider it.

We cut, trim and make to measure to the Tailoring Trade exclusively. Prices $10 and $12.

THE

Frances-Godfrey Co.

115 King St. E., Toronto

PHONE MAIN 2466

Features of New Season

What Montreal Manufacturers are Showing in Men's Wear Lines — Novelties in Shirts.

Montreal, July 4.—At the present time shirts with the lounge collar to match are proving big sellers, but how long they will continue to hold their popularity is difficult to forecast. The manufacturers express the opinion that for proper Fall wear they will be out, but that next Spring they will have a strong revival and will go stronger than ever. It seems to be the consensus of opinion that the lounge collar is a distinctly summer line, and that it will continue in popularity as such for some time to come, as it possesses so many points to commend it for the warm weather.

Short Bosom Pleated Styles.

From all appearances the regular short bosom starched cuff style of shirt will be the leader for Fall trade. Orders in this line have been particularly heavy. There has also been a fair demand for the plaited front with short 13-inch bosom.

It is contended that when a man wears a vest in the Fall, he can wear the shorter bosom and be more comfortable than with a longer bosom, while for summer, when he frequently goes without a coat, the longer bosom is required.

Fall orders show that the colored grounds are not as greatly favored, and the call is all for white grounds, with the smallest amount of marking. As far as designs go, clean, neat stripes are the favorites, mostly black and white, and a few small figures have been sold. The stripes will, however, remain the big sellers for some time to come.

Plain Colorings for Spring.

The soft collars, with tie to match, in both plain and fancy stripes, continue to be popular, and it is expected that next year will see a good run on these lines also. The indications are that the plain colorings will be more popular for next Spring styles than the fancy lines. The soft collar with the square corners has been one of the best selling lines, and manufacturers say that they have been unable to make enough to supply the demand.

All the soft collars shown now fasten with links, the pin-fastened style having passed out.

Fine French pique collars, both stiff and soft, are proving strong selling lines. They are offered in round and square corners. The close-fitting collars are reported stronger to-day than ever before, and there seems every reason to believe that they will continue in popular favor.

* * *

Brighter Colors for Neckwear.

Fall neckwear samples are out now, and it is expected there will be a great revival of the green shades, as there seems to be a decided tendency to have these back again. Reds will also continue good.

There seems no doubt that narrow derbys are still going to serve for October delivery, but that wider ties will be used later on. With the narrower tie, it is expected, will go the plain colors and small effects. As the season goes on the demand will in bordered ends, Roman crossbar stripes and solid as possible, in cross bar stripes, will be strongly featured.

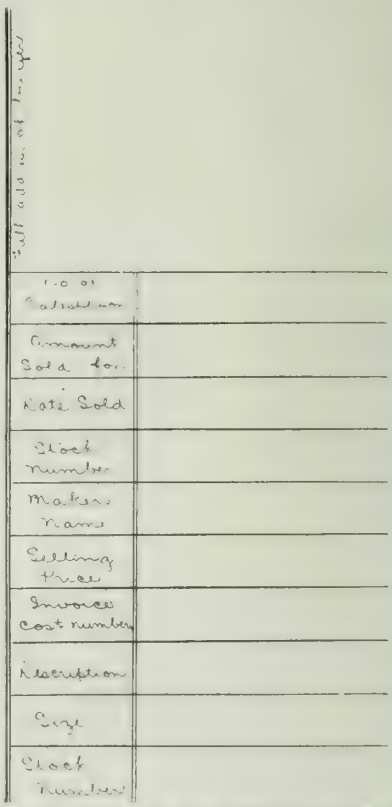
One of the newest lines is a two-in-one tie, the patterns on the two sides being different, so that in reality they make two distinct ties. These are shown in bordered ends, Roman crossbar sripes and solid color weaves, and retail at 50 cents.

Stock Record for Clothing

Robinson Co., Napanee, Have Adopted a Simple, but Satisfactory, Plan — Every Garment Registered in a Stock Book.

The Robinson Co., Napanee, adopt in their men's clothing department a plan which gives a valuable record of stocks, sales and buying statistics more useful for purposes of reference.

Each class of garment, when placed in stock, is registered and numbered in a stock book in such a way as to keep all qualities and kinds separate. When sold the stock number is put on the sales check, and this is the key to further valuable information for record purposes. Thus, the stock book will show the full address of the purchaser, number of sales person, amount sold for, date sold, maker's



This cut shows the ruling of the registration book in which the Robinson Co., Napanee keep a record of valuable information concerning men's clothing stocks.

stock number and name, selling price, invoice cost number, description, size and stock number.

From this information so tabulated, an excellent waiting list is made available; it is a guide to the buyer in making future purchases, enables the manager to post himself with reference to the saleability of different lines, gives him a check on stock and gives him information with regard to missing garments, etc., as well as being a means whereby he may know what the different salespeople are doing.

The system is a very simple one and is just what the dealer in men's clothing requires as a check on every detail of distribution.

ABOUT BOYS' CLOTHING

The Jackson Manufacturing Company, Clinton, consider the phenomenal growth of their business due to the moderate prices asked for well made and perfectly satisfactory clothing.

"LION BRAND" is known from Coast to Coast, but there are many Clothing Merchants yet to get aquainted with. If we cannot reach you by our travellers, we can by our catalogue. Write us for one.

WE OPERATE THREE FACTORIES:

CLINTON	GODERICH	EXETER
Lion Brand Suits.	Lion Brand Boys' Knickers and Bloomers.	Unbranded Knickers and Overalls

The Jackson Manufacturing Co.,
CLINTON, ONTARIO.

THERE'S NOTHING BETTER THAN

"Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

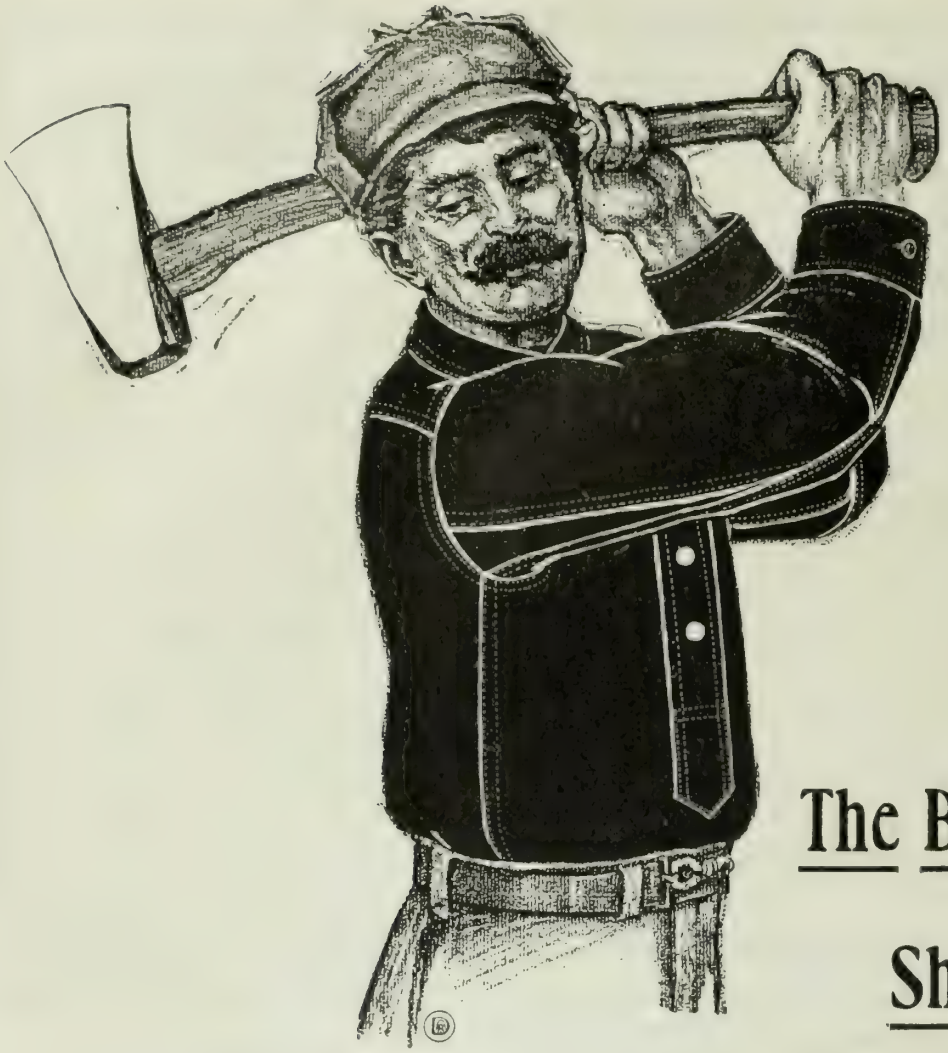
WET or FINE
RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

Reg.d Trade Mark "Cravenette" PROOFED BY The "Cravenette" Co. Ltd.

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE
Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.



The Black Prince Shirt for value

The quality of the Black Prince is found in no other shirt.

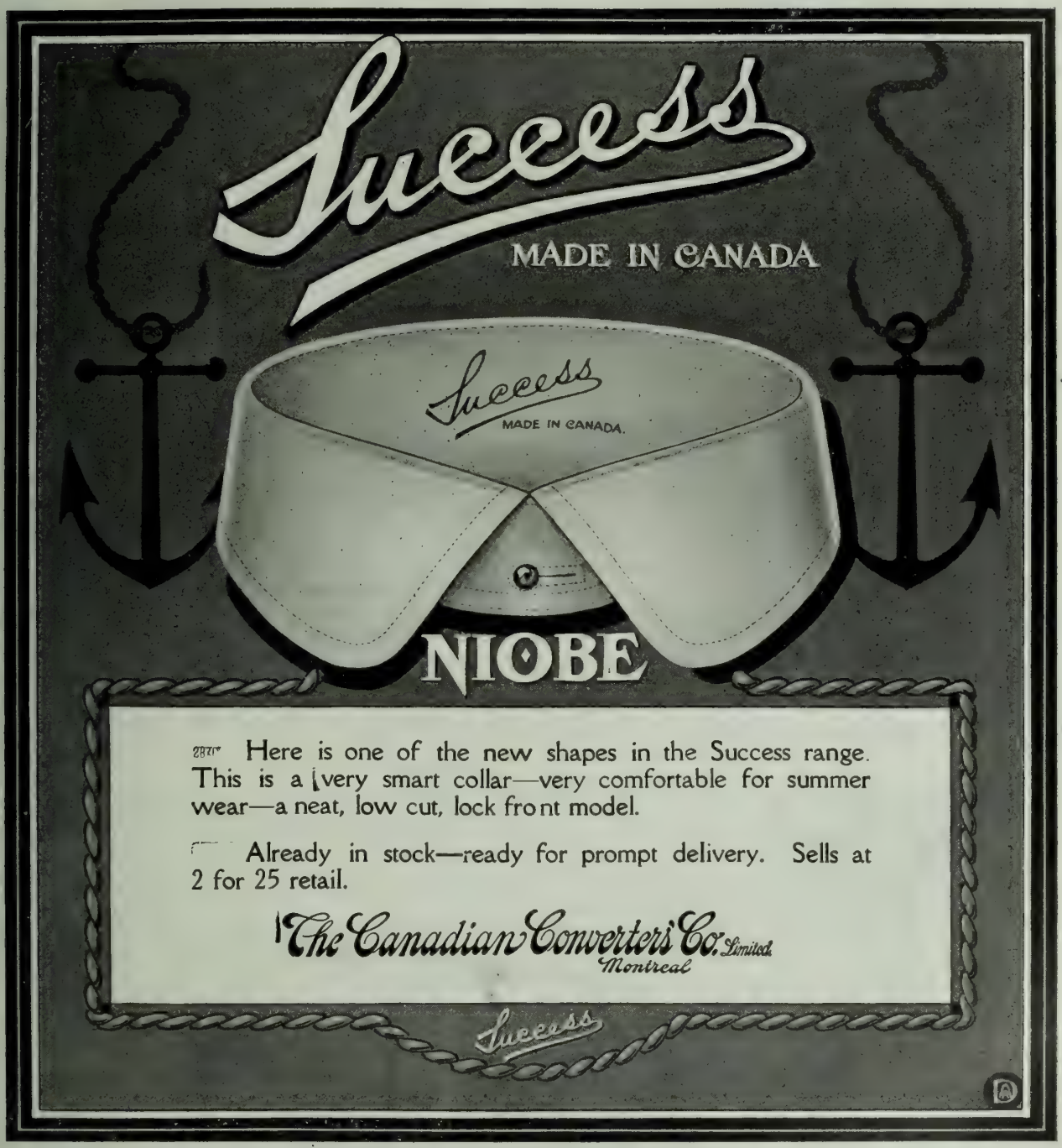
The material is a fleece back black serge, made especially for this shirt, and the material is confined to us.

The cut of the Black Prince is very generous—plenty of length—large roomy arm-holes and good long sleeves.

This shirt sells on its VALUE, it is not a bargain counter article.

Write to your wholesaler for sample and prices.

The Canadian Converters' Co. Limited.
Montreal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MADE IN CANADA.
NIOBE
2871 Here is one of the new shapes in the Success range. This is a very smart collar—very comfortable for summer wear—a neat, low cut, lock front model.
Already in stock—ready for prompt delivery. Sells at 2 for 25 retail.
The Canadian Converters' Co. Limited
Montreal
Success

Haberdashery De Luxe and Its System

Picard & Picard, Montreal, Now Have a Very Handsome Store — Finished in Circassian Walnut — Book-keeping System Which Gives Exact Record of Every Detail of the Business

THE new Haberdashery de Luxe, which Picard & Picard have established in Freeman's hotel building, St. James Street, Montreal, was recently opened to the public, and has been attracting considerable attention on account of its unique front and interior.

Messrs. Picard stated that they desired to give Montreal one of the finest retail men's furnishings stores to be found in the Dominion, and they have spared no expense in fitting it with the most modern and attractive fixtures that could be secured.

The first view of the interior gives the impression of elegance and and dignity throughout. The entire fittings, consisting of wall cases, floor show cases and tables, and even the supporting columns, are finished, complete, in Circassian walnut.

In contrast to the dark brown wood, the walls and lighting fixtures are in an antique shade of dark green.

Handsome Fixtures.

In addition to handsome electroliers in the ceiling, there are combination light fixtures and tie racks on each floor case. These are about two feet in height, with two electric lamps hanging from bent arms, and beneath the lights are two arms from which ties are hung.

Large oval mirrors are placed on three sides of the large columns in the centre of the store, and glass knobs are used on the drawers of various sizes with which the wall cases are fitted. The floor cases are of very neat design, standing on carved legs, about eighteen inches from the floor.

Various lines of men's wear are displayed advantageously in these cases. There are also a series of interior window trims along the top of the wall cases. The upper section of these cases is divided into glass-fronted compartments, each lighted by incandescent bulbs, and an opportunity is afforded for some very pretty window trims.

The entrance is at the left of the store, with one large plate glass window, suitable for trimming as a whole or in sections. Over the door and across the tops of the windows are cream-colored curtains, with the firm's monogram at intervals, surrounded by lace and insertion, the effect being very rich.

A feature of the store is that there is an entrance through art glass doors at the rear, from the lobby of Freeman's Hotel, so guests in the hotel can have free access without leaving the building.

Useful Book-keeping System.

Messrs. Picard have originated an unique system of bookkeeping which is working out splendidly. By the method adopted they are able to tell each night what each clerk has sold, whether it is cash or credit, and what amount of each. Cash and credit sales are added separately and then totaled to make them correspond with the grand total of the day's operations.

The sales are marked down on counter check books, duplicated with carbon paper and a check

Interior view of Picard & Picard's haberdashery de luxe, Montreal, showing excellent display facilities. Note the novel idea introduced to admit of ledge trims in the wall fixtures.

given to each customer, while the duplicate is filed by the cashier. These checks are then entered in a loose-leaf sales record book under the number of column at the right of the page and totaled. The cash and credit sales are also totaled separately and checked to see that they correspond.

Sectional ledge trim in new Picard & Picard store, Montreal. This haberdashery de luxe is finished in Circassian Walnut andthis view also shows the arrangement of stock drawers.

each clerk. At the close of the day the credit sales are entered in separate columns, with the number of the clerk and the sales number. Each clerk's total sales are added separately and set down in a

Then the sales are sub-divided, so that the quantity of each class of goods is listed, as well as the value. These are also totaled to see that they correspond with the original figures.

WEAR THE CELLULAR CLOTHING Co. LTD. **AERTEX** LONDON

and be "Clothed with Air."

No other line of shirts and underwear gives the satisfaction to be obtained fron "Aertex" Cellular.

Short Sleeve Undervests and Trunks from $6.50.

Combinations, long and short, from $13.50.

Day Shirts, $9.00 and $12.50.

Tennis Shirts, $9.00.

"Aertex" fits well.

It is durable.

It bears fair profit.

It can be shipped at once from

Wreyford & Co.

Dominion Agents,
TORONTO

We are Dominion Agents for English Manufacturers

Young & Rochester

Shirts, Neckwear, Dressing Gowns, etc.

■

Tress & Co.

High-Class Hats, Caps and Straws

■

T. H. Downing & Co.

LEICESTER

Hosiery, Underwear, Knitted Coats, etc.

Specialties—"Alpha," "Superla" "Sparkenhoe"

■

Cohen & Wilks

"Aquatite" Yarnproof and Rubberproof Garments for Ladies and Men.

If our travellers have not called on you, write us

WREYFORD & CO.

TORONTO

There is also at the foot of the page a small column for striking a balance each evening of the cash business. This is taken from the cash register. The credit sales are then entered in a ledger in the usual manner, under each customer's name. Accounts are rendered in thirty days and prompt payment will be expected and urged.

Picard Picard

Haberdashers De Luxe

MONTREAL IN FREEMAN'S HOTEL.

Hobble Knit Cravat

The "Hobble Knit" is the Up-to-the-Minute Tie in Paris and New York. We have been fortunate to secure a most attractive line of exclusive and most artistic designs, the FIRST IN MONTREAL. We offer these at $3.00. They are pure silk, hand knit

TROPICAL UNDERWEAR

"Athletic" Knit Underwear is just right for now. Sleeveless; seamless, very light—ask to see it.

MANHATTAN SHIRTS.

New patterns, correct cut and style—the shirt for the season.

WHITE TROUSERS

American made white duck and flannel trousers. They fit as though made to order.

BATH ROBES

A few specially fine feather-weight garments at low prices considering the quality.

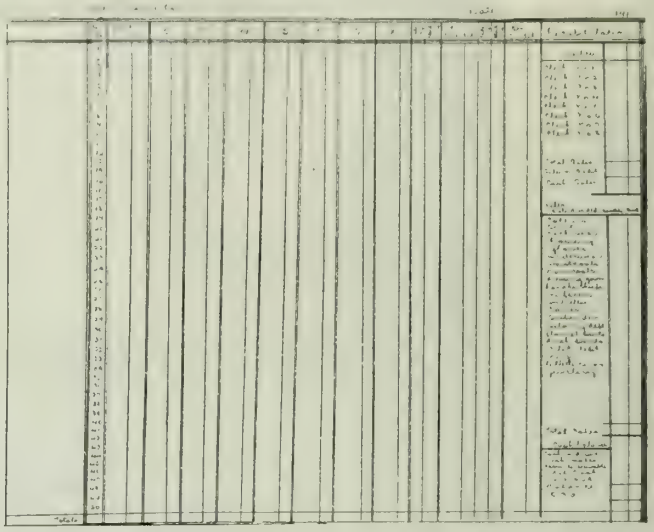
If you have not yet seen our store we will be glad to show you around. Visitors are welcome.

PICARD & PICARD, Freeman's Hotel Block, St. James St.

An advertisement by Picard & Picard, Montreal, showing use of distinctive heading. This advertisement introduces in a striking way a new cravat, called "The Hobble Knit."

At the back of the loose-leaf sales book is a page devoted to a recapitulation of the month's business, showing the total sales from each department, each day, the total credit sales, and cash sales.

A record of the purchases made by the firm is kept in the same manner as the sales. In this book is recorded the name of the firm from whom the goods were purchased, the amount of the invoice and the time when payment is due.



This cut shows the ruling of a page from Picard & Picard's stock book in which record is kept of daily sales, and of the amount sold by each clerk. In the same book is a recapitulation of all statistics relating to stocks and sales, which keeps the buyers in touch with every detail.

"KING EDWARD" SUSPENDERS

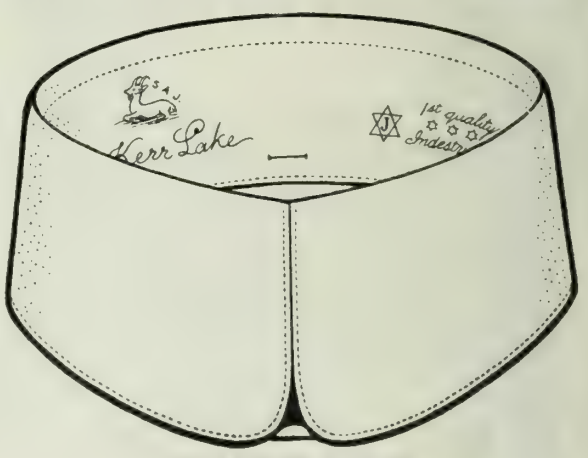
Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Austrian Collars



KERR LAKE, 1¾, 2, 2¼, 2½.

20 Years Sold in Canada and Never Equalled.
Send for Samples or Catalogue.
They Average Four Times Longer Wear than CANADIAN, ENGLISH or AMERICAN GOODS.

MEN'S WHITE AND COLORED SHIRTS
BOYS' CLOTH AND WASH SUITS
LADIES' AND MEN'S HOSE AND SWEATERS
MEN'S LUSTRE CLOTHING AND UMBRELLAS
MEN'S FANCY VESTS

The Canadian Underwear Company

309 NOTRE DAME ST WEST, - MONTREAL

Soon Outgrew Their Day of Small Things

Dunfield & Co., Toronto, are Opening Their Third Men's Wear Store --- Something About the Policy and Methods of This Successful Firm --- Encourages Staff to Recognize and Assume Responsibility

FIRST day's business, $3.85; first week's business, $63.15; first year, less than $6,000. Looks like a very modest beginning for a men's wear store, yet these figures represent the initial chapter in the history of Dunfield & Co., Toronto, who, after twenty-five years in business are about to open a third store. It will be located at 466 Yonge street, and in it the same merchandising policy that applies to their store at 102 and 104 Yonge street, will be adopted.

The other store, 22 King street west, is in Toronto's high class men's wear district, and has the patronage of a more exclusive trade than that which, as a rule, characterizes business in Yonge street. This does not mean that the demand in this street invariably strikes a lower level, but that the trade is distributed over a wider range of qualities and prices. This fact is explained on the one hand by the tendency of trade and traffic to concentrate on one particular thoroughfare and, on the other, by the desire to specialize along a certain direction, favoring a diversion to some more advantageous quarter.

Started Twenty-two Years Ago.

But to return to Dunfield & Co. The senior member of the firm, H. Dunfield, started business under the firm name of Dunfield & Co., on the 10th of August, 1889, in a building on the east side of Yonge street, a short distance north of Queen street, since removed to make room for a bank building. The results of the first year's business are briefly told in the opening paragraph of this article. In about two years the firm moved to the Tremont hotel block, opposite the Simpson Co.'s building.

Took in Sons as Partners.

After six years they moved to 94 Yonge street. Five years ago Mr. Dunfield took his son Gordon in as a partner. The business developed steadily, and larger premises were again required. They purchased their present property at 102 Yonge street and have occupied it since Sept. 1st last. In February last, Radford Dunfield, the second son, was admitted to partnership.

Mr. Dunfield attributes his success to his close personal attention to business, and careful study of the trade's requirement, with a view to giving the best value possible. His son, Gordon Dunfield, is the buyer for the firm, and as manager, identifies himself actively with the details of the business.

Their Advertising.

"We advertise regularly in the daily papers, and issue a men's furnishings catalogue twice a year to a special list of our regular customers," said he to The Review, in describing some features of the firm's policy and methods. This booklet is issued Spring and Fall, and is used largely for the introduction of new goods.

Special sales are held twice a year—10 days in the latter part of August, and early in February, for the purpose of cleaning out all stock that they do not wish to carry over.

Maintaining Price Standards.

These are the only occasions upon which prices are made an outstanding feature of the newspaper advertising. No purchases whatever are made for these sales, and no staple articles, regarded as being good salable property, are included in the list. In this way price standards on all regular lines are maintained. The effect of such a policy, therefore, is to avoid those dangerous precedents which sometimes demoralize the demand to the injury of best merchandising lines.

About two per cent. of turnover is spent in advertising

Six Departments.

The Dunfield store is divided into six departments:—Shirts, underwear and hosiery, gloves, collars, neckwear, all lines outside of these five. The hat department is distinct in every particular, bearing its own charges for advertising and other expenses.

Each of these departments has a manager with assistant, who are responsible for stock condition. Reports are sent regularly to the buyer's office, showing the standing of different lines, and advising as to purchases. When a stock becomes low, consultation follows betweeen the buyer and the head of the department, when the salability of the line is discussed and other matters necessary to the guidance of the buyer is thoroughly considered.

In the collar department, which is a particularly strong one, lists are taken every Monday showing the condition of the special line. A record of the others is taken on the day following.

All stock-taking, filling up and other work essential to the completion of the departments is done before 11 o'clock each morning.

Special Man for Knitted Goods.

The hosiery and underwear department has been very successfully developed. This is largely attributed to the fact that it is in charge of a practical man who knows values thoroughly, and who has sole charge of sales. No other member of the staff enters this department to sell unless it is at the request of a customer. It is recognized that with the great variety of makes, sizes, weights and qualities in knitted goods, unless carefully managed, a great deal of money may be tied up, the department loaded up in sizes, and other undesirable conditions develop. To avoid this, a man who knows every detail of the business is in charge, and the value of this policy is seen in an increasingly popular department.

There is in this store, every encouragement given the members of the staff to measure up to responsibility. Frequent consultation and appreciation of opinion and suggestion helps in this direction.

Insist on Satisfaction

An enquiry as to the firm's policy with reference to gloves, brought the information that when a man returns a new pair of gloves that show defect of any kind, he is immediately given a new pair whether the manufacturer's guarantee covers the case or not. Money is refunded upon any aritcle that is not absolutely satisfactory. If a shirt fades, for example, or if laundering brings out other fault, the pur- or if laundering brings out any other fault, the pur- department, and has gone far to create that confidence which has contributed so largely to the success of the store.

"We insist upon our service being satisfactory," said Mr. Dunfield.

How Record is Kept.

The sales recording system has been simplified by the use of an electrically operated machine which records the letter indicating the salesman, the department and the amount of each sale. At any time of the day the slips bearing this information will show the amount sold by each man and the total sales. This information is entered up daily by the book-keeper and forms a valuable record. Each customer is given a check showing the amount of purchase.

The store is open in the evenings but no member of the staff is required to work more than two nights a week and each man has a half holiday every week.

Favors Percentage Basis.

Asked if he believed in the bonus system, as an encouragement to employes, Mr. Dunfield stated that he believed in paying a good salesman well, but that he did not think bonuses were satisfactory. He was inclined to favor the plan adopted with success by many New York stores of paying salesman 4½ per cent. on sales. This basis, it had been found, brought out the best that was in a man, and gave him an opportunity to make his salary what he thought it should be.

Equipment that Saves Time and Sells Goods.

The equipment of the three Dunfield stores includes the most modern fixtures. For the shirt department, three large wall-cases divided into shirt-wide sections are used. Each section will contain a large number of shirts of the same size and different patterns. The fixture has a glass front easily raised and lowered. When a customer asks for a certain size the salesman removes an assortment from the proper section and immediately displays a fair assortment to the customer. Where stock is kept in boxes, it would take the salesmen several minutes to show the same range. These cases, therefore, are not only a time saver, but they assist very materially in rapid stock-taking, and have been known to sell goods time and again, owing to the facility afforded the customer in choosing a desirable pattern.

All lines in the Dunfield store are very effectively displayed. The windows are changed twice weekly.

PEERLESS OVERALLS

We are out for a bigger business and are in a position to supply your immediate wants.

Our values make possible for you good profits and assure you of satisfied customers.

In insisting on PEERLESS OVERALLS you are securing a line which will build up a better business.

FOR REAL OVERALL QUALITY STOCK PEERLESS

Peerless Overall Co.

ROCK ISLAND, P.Q.

Men's Duster Coats

Suitable for Driving and Motoring, Etc.

Heavy Cotton Cheviot. Side Opening. Three Pockets. Cut Good Length.

Special at $12.00

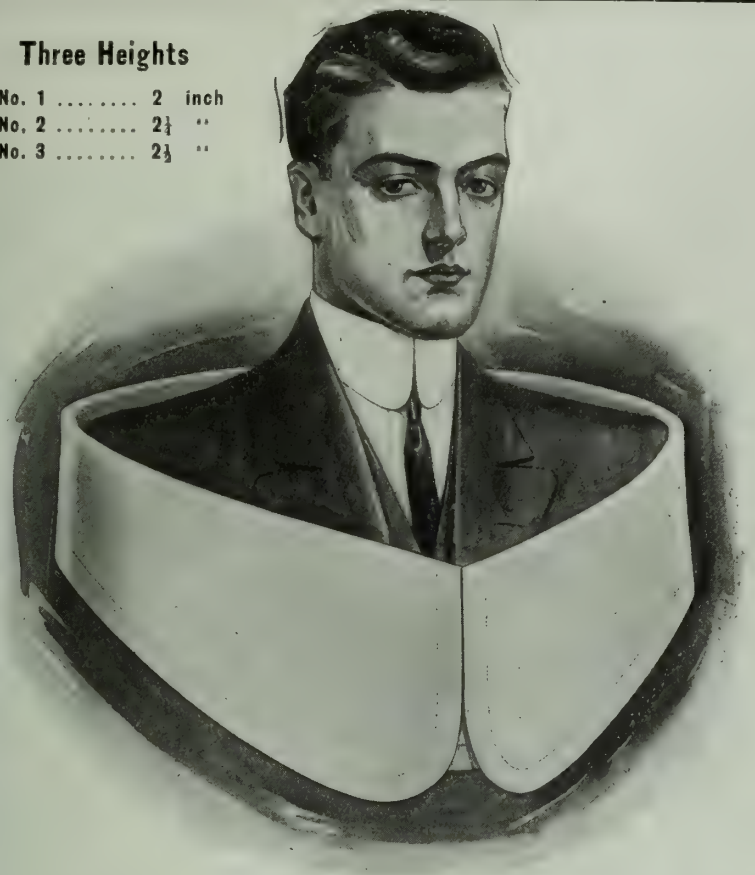
Some of our lines are:

WAITERS' COATS,
COOKS' COATS,
BARBERS' COATS,
PORTERS' COATS,
BUTCHERS' FROCKS,
BAR VESTS,
SURGEONS' GOWNS,
DENTISTS' COATS.
DUCK TROUSERS,
BOYS' BLOOMERS,
APRONS,
OUTING SHIRTS,
MINERS' SHIRTS,
WORKING SHIRTS,
DUSTERS,
BOYS' SCOUT SUITS.

Try us on Mail Orders. Particulars on Request.

DEFIANCE MFG. CO., Limited

College and Bathurst Sts., Toronto



Three Heights

No. 1 ..... 2 inch
No. 2 ..... 2¼ "
No. 3 ..... 2½ "

$1.10 PER DOZEN

"Field Club"

Corliss

TRADE MARK

The new type close-fitting collar.

It stays "close up."

This hand-made collar combines style, finish and quality to the highest degree and is absolutely the best collar ever produced in Troy. Shown in your window with our handsome display cards, which we furnish with each order, will attract the best collar trade in your town to your store.

Send for our new style book.

CORLISS, COON & CO.

MAKERS

New York Chicago St. Louis Boston
Baltimore. Factory: Troy and Cohoes, N.Y.

Staff Conferences.

Believing that consultation contributes materially to the creation of enthusiasm and co-operation, Mr. Dunfield expresses his intention to hold a series of staff conferences during the coming season with the object of talking over problems as they arise.

Chas. Sargent of the Yonge St. staff will have charge of the new store to be opened shortly.

Fine Values in Underwear.

With regard to underwear, although the market rules firm for cottons, the different Canadian manufacturers realize the importance of putting out a good article to retail at popular prices. In balbriggan, for the Spring of 1912, the jobbers will be able to supply a genuine two-thread Egyptian yarn instead of the American stained cotton, which both the retailer and the jobber were forced this season to substitute. The Egyptian yarn is of much better quality.

In mesh underwear and fancy mercerised lines there will be some splendid values offered. Combination or union suits, both knee length and full length styles are becoming very popular, and the retailer should buy very liberally when the traveling salesmen submit samples, as repeat orders in this articles are difficult to get, as manufacturers' machinery that will turn out combinations is limited.

Muslin underwear is taking a prominent place and certainly for the very hot weather is one of the best lines yet produced. Combinations in this material are particularly good, and as they have a piece of knitted fabric around the waist it makes them pliable, and avoids binding when the wearer stoops.

In bathing suits, the skirt effect style seems to be gaining in favor, and will be shown next season at popular prices. In British Columbia the authorities will permit no other style of bathing suit to be worn.

Some of the jobbers are showing a novelty in a miniature collar button show case. It is semi-circular, made of plate glass, and either oak or mahogany, and contains either 3 or 6 gross of collar buttons to retail at 5 or 10 cents each. A touch on a spring at the back brings the buttons out, so that the customer can make a choice.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

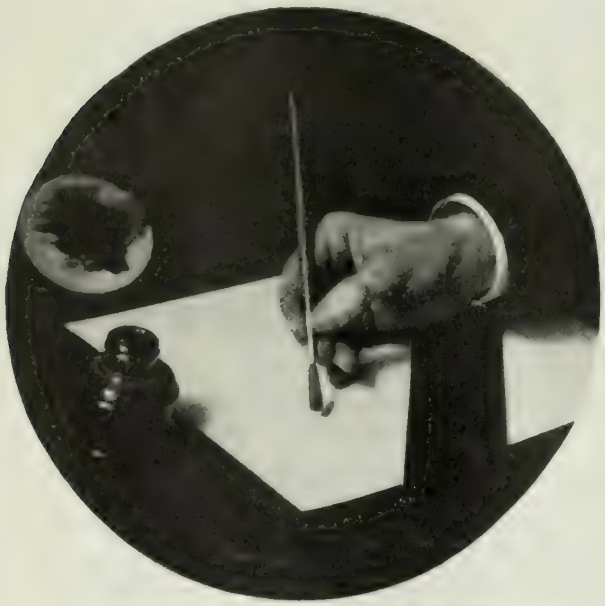
CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

Lesson 1--Complete Course in Cardwriting

First of Series of Twenty Articles to be Accompanied by Descriptive Plates and Full Information — The Edwards Short Cut Course — Plate No. 1, Describing Single Brush Stroke Block Capitals — Best Brushes and Outfit to Use

(By J. C. Edwards).—Copyright applied for.

TO introduce this series in as few words as possible, The Review wishes to say that it has, as its object in publishing this complete course, the desire to assist those who, whether connected with stores in the small town or the large city, wish to acquire a thorough working knowledge of this most progressive and direct auxiliary to their window and newspaper advertising.



The necessary equipment.—See article.

Show card writing is to-day almost indispensable in any store. It brings goods and prices into prominence in a way no other advertising can, and results in more direct sales.

The great trouble has been, in the past, in smaller places, to get an inexpensive course on show card writing—writing which every lad can grasp in a moment and without the unnecessary score or more pages of unnecessary matter, which is not only confusing, but discouraging to beginners.

The Edwards show card system is the most concise and practical yet published for the beginners—every short-cut method is employed and taught throughout the twenty lessons.

A Warning to the Beginner.

The natural tendency for every person beginning to learn show card writing is to try to do fancy stunts, thinking that the fancier the card the better. This is a very misguiding and serious error.

DO NOT ATTEMPT ANY FANCY TOUCHES UNTIL THE LETTERING HAS BEEN THOROUGHLY MASTERED.

Nothing shows up the amateur more than a poorly lettered card, with a deal of color and attempted illumination.

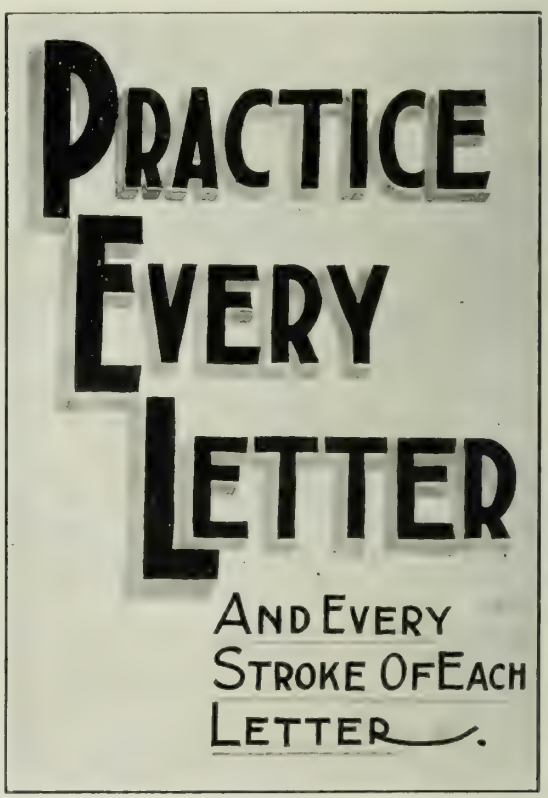
Practise every letter and every stroke of every letter; practise them a hundred times, then begin again, for it is practice that counts. Master the strokes, then the letters, then the words, then begin to space out the cards.

ALWAYS REMEMBER THAT THE WORDING LOOKS BETTER IN THE CENTRE OF THE CARD—equal space on both sides, also top and bottom, and each letter spaced uniformly.

Plate No. I—Single Brush Stroke, Block Capitals.

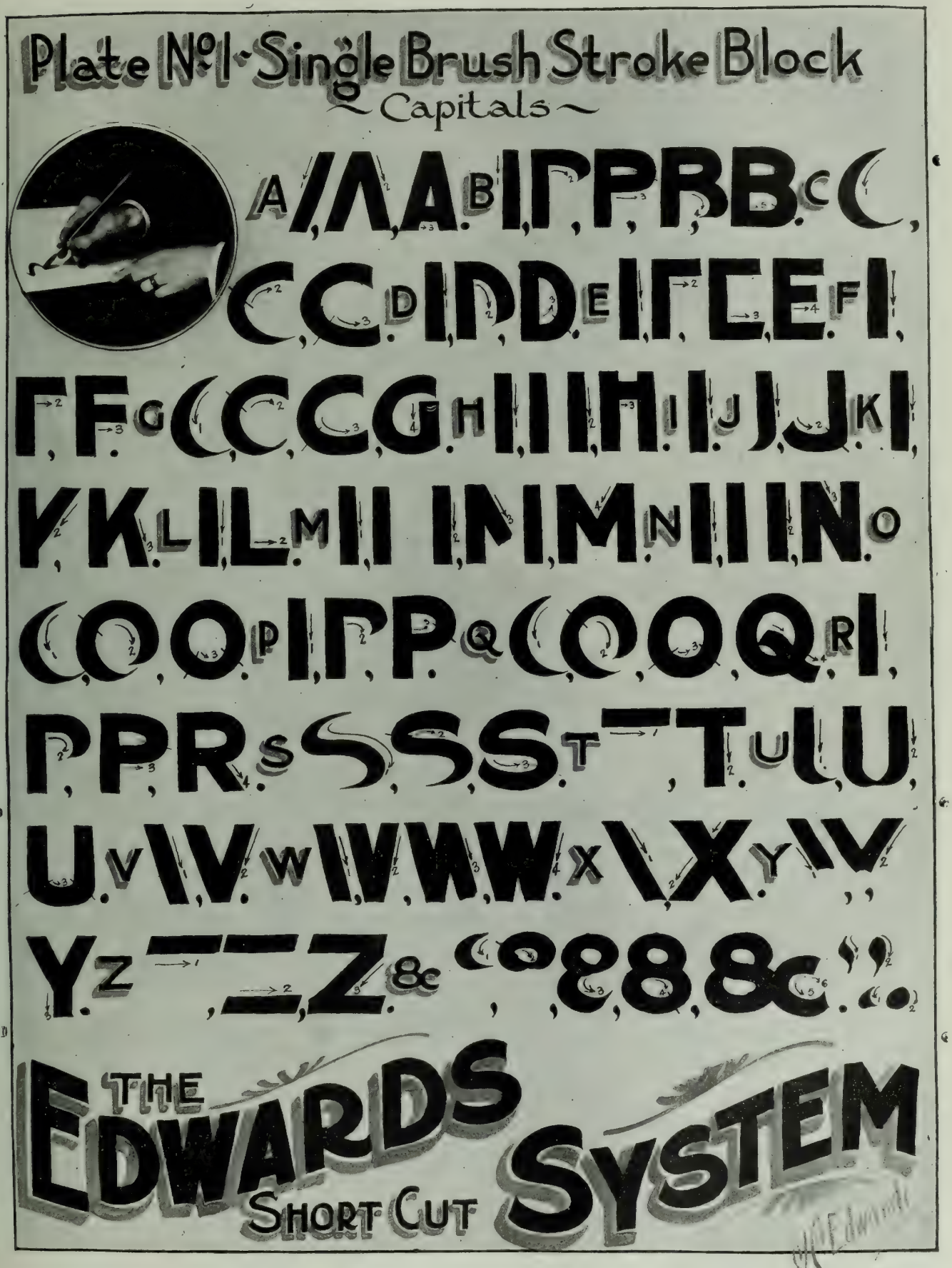
This style of lettering is about the most used and most readable of any used by present day card writers. It is especially good where a word or words need to be emphasized, such as: "PRACTISE EVERY LETTER," in the accompanying card. This card shows the black capitals used in both the large inscription and the reader below, which is done with a pen.

Note the position of the brush — held in the hand, between the thumb and the forefinger, in much the same way you would hold a pen, letting the hand rest lightly on the small finger, which is slightly curved.



In this cut, lettering illustrated on instruction plate is used.—See article.

The beginner will, with practice, find this very easy, and will soon get a free and easy motion. Do not work the fingers, but allow the hand to have a



Copyright applied for.

Every detail of these block letters is illustrated in this plate, arrows indicating direction of brush stroke. Photo in upper corner shows correct grip of brush.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT WANTED to sell all wool blankets and tweeds, on commission, in Newfoundland, New Brunswick and Nova Scotia. Skeldon Mills, Ayrshire, Scotland.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cott n Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

SITUATIONS WANTED.

YOUNG MAN (27) thoroughly experienced, desires position of trust, hosiery and underwear manufacturer, factor or agent. Apply Box 71, DRY GOODS REVIEW, 88 Fleet St., London, Eng.

YOUNG MAN, desirous of going west, would like to arrange with a large substantial business house. Have 25 years' general store experience, 17 years as manager, buyer, etc. Thoroughly experienced on best markets ability to handle salespeople. Capable of working out best store systems. Experienced in banking, office work, single or double entry, long experience on finance. Very careful in all transactions, very attentive, never touch drink, been in present position the past 6 years as general manager, buyer, financier, advertiser, supervising office accounts, etc. Position permanent here, present earnings up in the four figures. Reasons satisfactory re change. Box 16, DRY GOODS REVIEW, Toronto.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40 000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

FOR SALE—Cheap, dry goods business in best town in Canada; millions of dollars being spent in plant, buildings and labor; population 15,000; stock $20,000, can be reduced to 10 or 12 thousand; annual turnover $40,000; first-class location; owner wishes to retire or would give competent man with $5,000 partnership and good salary as manager. Apply Box 17, DRY GOODS REVIEW, Toronto.

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

WANTED.

WANTED—Experienced dry goods man in all its departments. One who has a knowledge of ad. writing preferred. Good position for the right man. Box 80, DRY GOODS REVIEW, Montreal.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

Representatives in French Market

ONE OF THE OLDEST ESTABLISHED COMMISSION HOUSES of Paris would like to act as Purchasing Agents on the French market for all classes of merchandise imported into Canada. Address — G. W., THE DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

BUSINESS-GETTING typewritten letters and real printing can be quickly and easily turned out by the Multigraph in your own office —actual typewriting for letter forms, real printing for stationery and advertising, saving 25 p.c. to 75 p.c. of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE BUCKET TANKS AND OILY WASTE CANS cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

FOR SALE—Department store in good Alberta town. Stock $25,000; yearly turnover $100,000. Address, Box 1226, Calgary.

WAREHOUSE TO RENT

AT REGINA, SASK., a first class distributing point. New wholesale warehouse flat, 40 x 100 feet, electric lighted, steam heated, electric elevator. Dry goods or gents' furnishings preferred. Write Westman's Agency, Regina.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

Buyers' Guide

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Ideas That Are Worth While

Some merchants find that in their endeavors to provide an up-to-date shopping emporium many suggestions are possible by putting themselves in a customer's position in regard to the store. A different view is given from this standpoint, and it has been found that it is not always a case of light store, clear aisles and attractive windows that win customers or lose them.

* * *

Merchants have found it advisable to provide want books, wherein all inquiries for goods asked for, but not in stock, are immediately jotted down by salespeople. In perusing this list from time to time it is often possible to detect a style or society trend, as well as stock lines for which repeated calls are found.

* * *

Some merchants extend their hospitality during busy days when lunch is provided for salespeople. Influential customers shopping in the store or met on the market are invited to have dinner in the lunch room. No great amount of extra preparation is necessary and with a class of people this kind of advertising can be made to bind customers through personality alone.

* * *

Exterior panel signs between upstair windows are used to good account by many merchants. These bulletin boards, announcing important sales, are repainted to suit events and leaders. Sometimes different departments and stocks carried are listed. Often, colors used are always similar combinations associated with the store, such as blue, gold and black. The bankrupt or fire sale sign is sometimes seen in these spaces, though these do not add dignity to merchandising unless the occasion absolutely applies.

* * *

Merchants have taken advantage of advertising given by large department stores to their deposit account system by making a bid for customer's patronage. In the same manner as depositors are allowed a percentage on daily balances, customers are given 2 per cent. on yearly purchase totals by the local merchant. Payments of these amounts are made by cheque at New Year's and at the same time letters are sent asking for further favors in next year's buying.

* * *

Merchants try to relieve the perplexity in young men's minds in regard to proper clothes for coming nuptial events. Itemized lists are published with corresponding style information. Everything is included that is necessary for a complete wardrobe. Some advertisers also list the prices and estimate the entire cost. Sometimes all requisites for traveling are suggested as well as popular resorts and wedding trips likely to prove attractive.

L. BAUMAN & CO.

The largest Importers and Manufacturers of Artificial Flowers, Vines, Sprays, Palms, Bouquets, and Window and Interior Decorations.

359 W. Chicago Ave., CHICAGO, ILL.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
38 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
ST JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

19 Passage des Petites Ecuries, - Paris, France

free movement from the muscles of the forearm with the small finger to steady it. Study the different strokes of each letter, and the left hand shading of each. Then practise.

Best Brushes and Outfit to Use.

In the lower left hand corner photo you will note that the required outfit is very limited—a red sable square point brush in albata, a T square, a

How to draw a straight line with brush and ruler.—See article.

bottle of block letterine and a piece of cardboard to use as a pallette to rub the inked brush out on—a procedure which is necessary to bring the point of the brush to a flat edge.

The picture in the right hand corner shows the proper way to hold a brush when ruling a line. The three finger tips are held easily to the edge of the square, and the corner of the brush is allowed to rest on the card, making a line the required thickness as the hand is drawn from top to bottom (always toward yourself.) The flat edge of the brush can be used when a thick line is required, or in making large letters.

You will also notice in the picture in the upper left hand corner of the accompanying plate, the proper position of the brush in the hand when making the first stroke of the letter "S." This position is retained throughout all the lettering, except when such strokes as No. 3 in letter A, No. 2 and 3 in letter B, etc., when the position is changed to the one shown in the photo of the outfit.

Next issue will contain the lower case of this same alphabet.

Note.—Any further or special information will be given regarding brushes, etc., upon receipt of request by The Dry Goods Review, or J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.

Unit Trim of Clothing and Shoes, showing introduction of furniture with fixtures. By Reg. Brown, with Cressman Co., Peterboro'.

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Every man who buys in your store will come back for another pair of

CHESTER SUSPENDERS

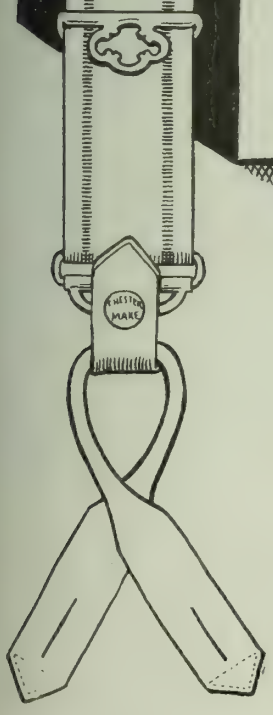
AFTER HE HAS WORN THE FIRST PAIR. You don't have to show the "Chester" but once—they sell themselves.

Men like the exclusive "Chester" features—the "stretch" in the back—the patented fabric ends—chemically toughened wear points, and solidly woven inserted back button holes.

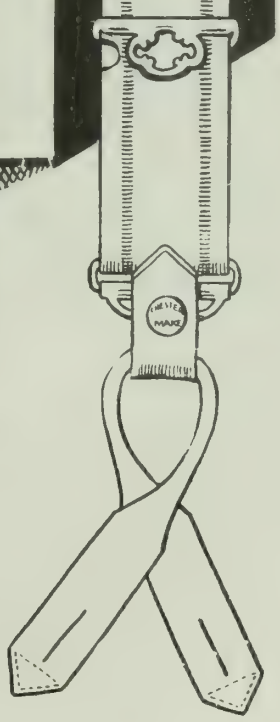
You will find that "Chester" Suspenders are steady money-makers for you

Send for a sample dozen. $4.25 for the semi-elastic model—$4.50 for the all-elastic.

Order from our Factory or the Winnipeg Warehouse



CHESTER LINE
HALL'S
TRADE MARK
GUARANTEED



HALLS, LIMITED

Manufacturers

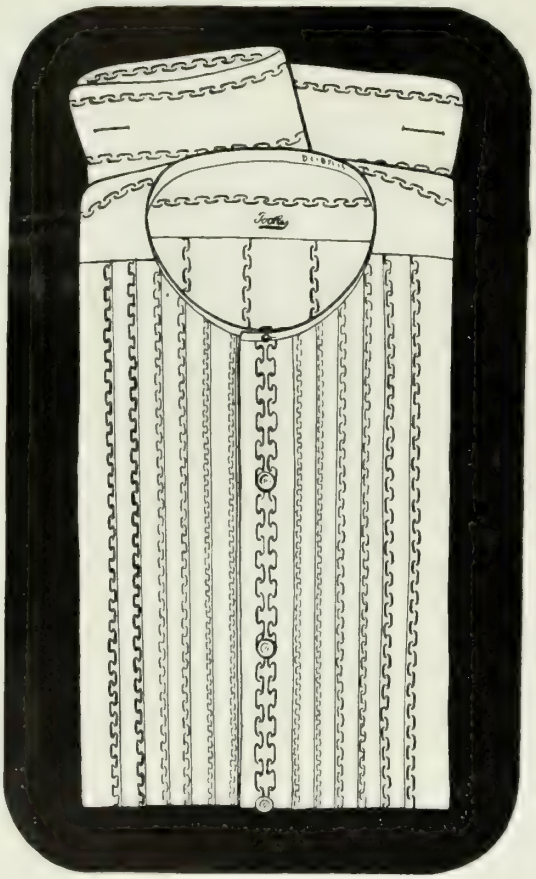
BROCKVILLE, ONT.

FULL STOCK CARRIED AT OUR WINNIPEG WAREHOUSE, 148 PRINCESS ST.

TOOKE SHIRTS

(Like Tooke Collars)

Are Just Right



The new shirt model shown here illustrates three of the features that have made Tooke Shirts the first choice of careful, discriminating dressers.

The first feature is its *fresh novelty.* The graduated pattern pleats are decidedly out of the ordinary.

The second feature is its *perfect taste.* Tooke novelties are never freakish, bizarre, or out of harmony with good form.

The third feature, and a most important one it is, is the precision with which the shirt is made. A shirt of this style demands superior workmanship, for any defects would be glaring.

You'll notice this precision in all Tooke products.

The button-holes in the collars are always just right, so that your customer never brings back a collar in which the upper corners do not come even. The "spring" is figured to a nicety, too, so that the tie slips easily, yet the collar does not gape in front.

In our working shirts you will find that the cutting and stitching is beyond criticism.

The net result of these Tooke features is that you can most thoroughly satisfy your best customers by selling them Tooke shirts, collars and furnishings. Incidentally, it is money in your pocket to do so.

TOOKE BROS. Limited, Montreal

Manufacturers of Shirts, Collars, Cuffs and Neckwear, and Importers of Men's Furnishings.

THE MEN'S WEAR REVIEW
Vol. I – No. 6 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Aug. 1, 1911

He Cleared $4,200 Profit On a $2 Investment

THE SPECIAL ORDER BUSINESS is a profitable adjunct to any high-class clothing business.

One of our customers who carries a stock of $25,000, and who turns it over five times in the year, made a net profit of $4,200 on 720 orders sent in to our shops in five months. He averaged nearly six orders every working day.

We can prove to you that you can keep less stock and do a larger turn-over with the sole selling rights for Semi-ready Tailoring. And it's the way out for the Merchant who surely makes a loss on the old retail custom tailoring.

Address for full particulars of the "profit and promotion" in Semi-ready Tailoring.

Semi-ready

LIMITED

472 GUY STREET, MONTREAL

It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endoses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets**, and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

MENS CLOTHING AND FURNISHINGS

The Buyer's Viewpoint

Novel Features of the Men's Wear Market on Both Sides of the Atlantic—A Wail for Lighter Clothing —The King's Latest Outfit.

King George made his appearance at a race meeting recently wearing a white top hat, black frock coat and waistcoat.

* * *

In men's fancy handkerchiefs, there is a decided feeling for colored silks. Blue, purple, green and red in harmonizing combinations are taking well.

* * *

Although fancy vests have not been as fashionable during the past racing season in England as formerly, some very neat effects have been seen in greys, white serges and piques, cream and fawn shades in matte weaves.

* * *

Cape skin gloves and grey and sage for street wear are likely to be received with favor for Fall judging from the Summer tendency. Gloves of real reindeer in white and yellow, and also chamois are being bought by smart haberdashers.

* * *

At the race meetings which have recently been held in England and France the vogue of the coat suit was a notable feature to those observant of men's attire. These suits were for the most part of grey worsted, though some very dark blues were noticed.

* * *

A London fashion writer, sizing up recently introduced features in men's wear, states that it has been a season of revivals. The grey top hat, shepherd's plaid neckwear, black and white shepherd's checks for trousers, all suggest the styles of years not so far past.

* * *

The influence of feminine fashions on men's wear is now noted in the production of a veiled tie. There has been a great call for veiled effects in silk dresses, and this suggests a neckwear vagary embodying that feature. Over a background of vivid hue is placed a veil of black net with softening effect.

Belts of buck or doeskin in colors to match the tie have been noticed in fashionable circles in England this season. As next Spring is evidently to show considerable favor for blues, greys, tans and blacks, the belt manufacturers may have a more extensive range than ever to consider.

* * *

Silk mufflers performing the same purpose as the belt, have been more frequently seen this year than formerly. As yet, they have only been taken to any extent by the high-class trade. Roman stripes seem to be much preferred, although plain colors such as tans, blues, greys, some with slightly contrasting stripe, are also shown. For wear with outing suits these mufflers seem most suitable.

* * *

For outing purposes a great many double-breasted coats with long roll collar have been noticed on the Thames, the suits entire being of white flannel. Three-button single-breasted coats with patch pockets were also much in evidence. Trousers were short and while in hosiery pure white ribs with black clocks are conspicuous, half hose in club colors were much worn.

* * *

Now that style is the predominating element in men's wear of all kinds, the great point for the dealer to remember is the advisability of keeping hasbeens moving. Years ago men considered the wearing qualities of their clothing first, but now it is different. The salability of garments is constantly changing, and he is a wise merchant who takes due precaution against vain regrets in the shape of dead stock.

* * *

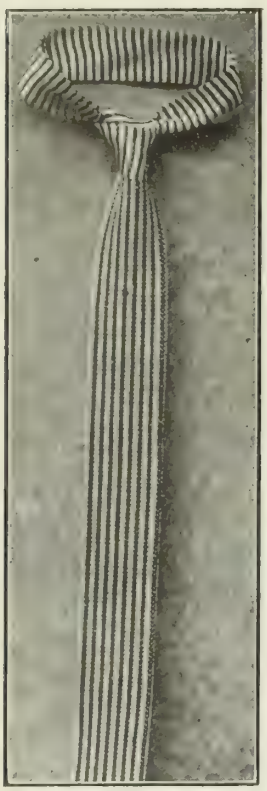
The recent hot spell of weather has brought from the daily press much wailing about the heat-confining properties of male attire and the necessity of a reformation that will give to men a torrid weather outfit calculated to preserve an equanimity of temer and reasonable level of temperature about his person. A Canadian paper points out that "man has too long sweltered in double and triple thicknesses of clothing. For the person who produces an outfit that will, during these heated spells, keep our bodies reasonably cool, and at the same time preserve the approval of our best society, no reward seems too great." Another editor, commenting upon this remarks; "This is no time to think of society or anything else. Let us get down to the common sense view on this matter of clothes. In weather such as this, bathing suits should be approved of for business wear— but the dog should still be muzzled."

Neat Neckwear Styles

Next Season Will See Exceptionally Good Demand for All-over Patterns, Though Bias Stripes Will Still be a Feature—A new Dress Bow Tie.

In men's neckwear, while bias stripes will undoubtedly be a feature of the general run, it is predicted that next season will see an exceptional business in all-over-two-tone figured effects. Browns will be somewhat stronger, and greens and deep blues are also being very favorably considered. Mogador stripes will be a feature of the new lines.

A very effective creation offered at the present time is a reversible combination of dark blue ground and gold stripes, the latter being in panel treatment on one side and on the other in wide radiating form. Crossbar effects are meeting with favor, and a very neat line now being shown is of satin raye in which a very narrow close stripe gives something of the accordeon effect which is now being worked out in knitted lines. Lustrous and very dainty is another line in fleur de soie, which comes in all of the approved shades. Jasper stripes in black and white and black and scarlet are taking well.



Crochet tie of artificial silk in black and white. A large range of neat color combinations are introduced in this line. Courtesy of Scott Knitting Co., Toronto.

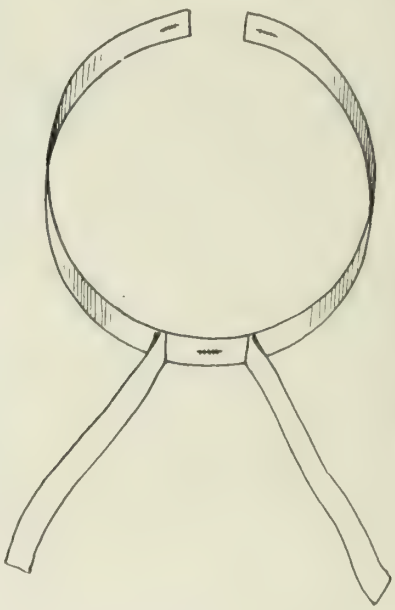
Now that the close-fitting collar is being slightly cut away at the corner, one might naturally expect to see wider ties. It is not likely, however, that they will exceed 1⅞ or 2 inches at the most. This however, is the width generally followed for Winter neckwear.

It is altogether likely that the coming season will see an increasing number of wing collars worn. While the wings on all these collars are small, those for dress wear are rounded and both are very neat. Vogue for the wing collar will undoubtedly create a demand for Ascots and batswings. During the past Summer there has been some enquiry for string ties, haberdashers say, and they attribute this to favor in some quarters for the small wing collar. Knitted ties and real silk and plain colors are still selling well. Some bright crossbar effects are also being featured.

A line of crochet ties made of artificial silk in black and white and in a fair range of other shades has recently been placed on the market. These look to be a good holiday line. There are about fifty different designs, and they are made to retail at the usual prices.

This Bow Line Meets Every Point

A dress bow tie recently introduced and patented solves the many problems which seem to cluster round the practical use of the dress bow. This tie is made in one piece. The two collar bands fasten over the button at the back from each side, and another buttonhole fits over the front collar button The two tie pieces are so adjusted in making that they tie neatly and snugly against collar. The great point about this tie is that it may be removed without untying by undoing the collar bands at the back. Thus the tie may be kept in readiness and, as fingering for tying and untying is unnecessary it remains clean and fresh looking. The tie is being supplied to the trade in cartons containing quantities of the ties made up ready for use and others untied.



The great point about this dress bow tie, which has just made its appearance, is that it may be removed without untying. The neckbands fasten over the collar button at the back, while the front button-hole keeps it in position there. The bow ties neatly, and as handling is entirely unnecessary, the bow retains its freshness and cleanliness. The tie is being sent to the trade in cartons containing quantities both of hand-tied and untied. Made in collar sizes.—Shown by A. T. Reid Co., Toronto.

There are about five men in every ten who do not know how to tie a bow properly and the demand for this new creation indicates that it meets every point perfectly.

Position of Coon Coats

Coon coats for men will not be raised in price this year, though this has meant a sacrifice of profit on the part of the manufacturer. Last year's prices showed steady increase, and a rise is bound to come in time, though likely to be postponed till scarcity or increased demand forces it on.

This Advt. Sold Seventy-five Men's Suits

Display During Fall Fair was Most Profitable Investment --- Boosts That Brought Business From More Sources Than One --- One Merchant Who Thinks it Pays to Help Worthy Objects.

By J. J. McNab, Listowel.

J. J. McNAB
Listowel

THE approach of the Fall fair season is full of suggestion to the Men's Wear dealer, for it is one time when, above all others, he has the opportunity to emphasize the importance of his goods to particular advantage. People from the surrounding country flock to town, and generally are financially fit to consider the appeal made through attractive advertising.

How shall we feature our goods this year? is the question, and in this connection an experience narrated by John J. McNab, of Listowel, will be of particular interest.

Came Around Collecting.

"A month or so before our last annual Fall fair," states Mr. McNab, "two of our citizens came around collecting in support of the undertaking. I discussed the matter with them for a while, and found out that they would probably have more space in the exhibition building than they would really need. In fact they did not know how they were going to make use of this space, so I asked them after paying my donation, if they would allow me an attractive section in which to display.

Secured Good Space.

"To this suggestion they readily agreed and thanked me for the suggestion, as they were sure it would help the appearance of the hall and also make things look more attractive.

"As soon as our Fall furnishings arrived we carefully selected the choicest of them for display at our Fall fair. We also had garments partly made so as to show the people how they were made and exactly what they were getting.

Wholesaler Helped.

"Our wholesaler sent us a number of samples to have made up in case some of our ready-to-wears did not suit the people. This also gave them a better and larger stock to choose from and gave us a larger display and more up-to-date.

"When the time came for our fair we selected our space for display in the centre of the hall, underneath the skylight. It was decorated with red, white and blue bunting, flags and maple leaves.

Name Prominently Displayed.

"Then we had the name of the firm around the four sides at the top in gold letters, and had enough electric lights bordering the top so that our name could be seen from any part of the hall at night. This made it very attractive during the two nights of promenade concert, also during the daylight, as we had every advantage of the skylight.

"We also had style books from our different wholesales with our name on them and advertising our furnishings, furs, garments, floor coverings, curtains, and in fact everything we handle.

"We also gave away with these books, card cases with our name embossed in gold letters. These, of course were made suitable for either men or women.

"Our idea in advertising in this way was that we couldn't put all the goods we handle on display, so placed them before the eyes of the people in printed form.

"This proved the best advertisement and paying investment we could get for our money.

The expense of putting up the stand and decorations was very small and we sold seventy-five suits and took orders for one hundred made to orders, picked from our samples, making a total of one hundred and seventy-five suits.

"Then we had our store decorated, also having all our Fall and Winter goods on display. We had many customers come in the store during fair time and on seeing our display not only bought themselves but told others.

"When the men came for their furnishings they brought their wives along and they, on seeing our display, also bought.

Interested Baseball Team.

"Then again, this Spring a baseball team was organized, and when they came to us for a donation, we thought of the good results the fair had brought us, so cheerfuly helped them along, and at the same time, gave them some very close prices on baseball supplies, uniforms, etc. By doing this for them we got their full order for their supplies and by filling it to good satisfaction we won the good will of the baseball boys and also their enthusiasts. They bought all their Spring furnishings from us and told others where they got them, thus bringing us new customers all the time.

Pays to Boost.

"I think it is the best thing a merchant can do to boost anything that is going to help his town or that is going to bring people from other towns to your town, as any live merchant can benefit by such a thing, for there is always some expense and the live merchant is going to get the benefit of it if he helps it along, but if he doesn't he can't expect it.

"Of course in some towns, there are so many people going around collecting for things that the merchant really doesn't benefit.

"I think it would be an excellent idea to have a merchants' association, and when people come around of whom they are not sure, they could call a meeting and all give their opinion on the matter. Then, after having fully discussed it, give their decision. They would thus protect themselves."

Spring Hosiery Opportunity

Fine Range of Values Shown Suggest the Importance of Better Grades — Plain Colors in Lisles and Silks — Black and White Effects

With definite information as to the notable features in men's hosiery for Spring, 1912, it seems timely to say that the opportunity is decidedly ripe for larger business in better goods. Judging from values shown, the retailer should now have little difficulty in going after that higher standard in the demand which will certainly benefit his hosiery department.

How is this to be done? In the first place much can be done by demonstration through advertising. There seems to be too much hesitation about quoting higher figures and attaching them to better grades. Too great has been the emphasis upon descriptions of medium lines and attractive or popular prices. The time has come when the men's wear dealer will find it to his advantage to go in for a more general use of "quality talk" and to have goods on hand to back it up.

Then, displays in the windows and also in the stores must follow the same trend—emphasize better goods. People are able and willing to pay for them. There are excellent assortments to choose from and there is little opportunity for mistake in judging the customer's taste. The style trend is looking after that part of it and is placing its stamp of approval upon certain lines in an unmistakable way.

Plain colors will be a dominant feature of the new season. Blacks, tans, navys, and greys will be favored in all grades. There are some exceptionally fine goods shown in lisles, silk lisles, spun and thread silks, in the usual range of prices, extending from $4.50 to $6.50. There is a fair showing of novelties, but these are for the most part of a neat, dignified design. For example, there are black and white effects, in narrow stripes and checkered patterns, very small and dainty embroidered designs on plain grounds. Large quantities of these hose will undoubtedly be taken.

Silk and lisle iridescent effects are also shown, and judging from quality, value and appearance, there is good ground for the confidence that is placed in them.

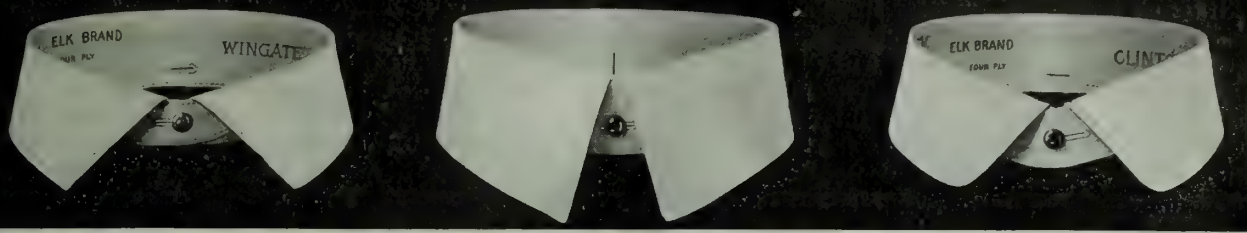
Shot effects will likely have a place among the favored numbers, and, judging from the increasing tendency to match hosiery and tie, the variety of effects produced by hosiery and neckwear people should suggest a good selling idea to the retailer. For example, one neckwear house intimates that they will feature the accordeon knitted tie in black and gold, black and green and other neat combinations, and at the same time a hosiery merchant promises to put out similar effects in hosiery. Undoubtedly this is to be a style feature for Fall and Winter and, according to present showings, should run well into Spring.

Men's hosiery samples from lines shown for Spring 1912. Neat black and white effects will be a feature. The second sample from the left is pure silk ribbed, black with mauve dots and foot The sample at the bottom is a combination of brown and champagne.

There never was a better showing of fine lisles and silks shown for a Spring season, and the retailer should see in this fact an opportunity to improve his merchandising.

With the very strong run that has occurred in contrasting colors for the past two years, it is hardly surprising to note the change to plain colors and the neatest kind of patterns. No doubt there has also been an influence in the fact that women's hosiery, for style reasons, have for the most part been in plain colors, mostly black. Short, narrow skirts have been responsible for an unprecedented run in black. If fashion suggests that a woman must show her ankles, the flashy color effects are immediately discarded. Color tendencies in men's wear are always decided, more or less, by the correct thing in the millinery or dress fabric color card, and also by other fashion developments which assert their influence in women's wear.

Ready for Immediate Delivery



Wingate

An ideal collar for summer wear.

Stylish-looking — yet cool and comfortable in the warmest weather.

Made in Quarter Sizes 13 to 18

Empire

This is a warm weather collar made for fastidious dressers.

Low-setting, with long points which give it the high effect.

Made in Sizes 14 to 18

Clinton

A common-sense, warm-weather collar.

Cool and comfortable—just the thing for business or pleasure.

Made in Quarter Sizes 13 to 18

Order from Berlin or the Winnipeg Office

Winnipeg Warehouse, Princess & Cumberland Streets

TRADE W.G.R. MARK

Factories, Berlin, Ont. and Hanover, Ont.

The Williams, Greene & Rome Company Limited

Berlin, Ontario

The Fall Shirt Demand

Pleated Bosom Styles are Being Slated for Good Season—Some Emphasis Being Placed on Stiff Bosom Styles—The Approved Colors.

Although there is a tendency in some quarters to push the stiff bosom shirt for Fall, it is not likely that any success in that direction will seriously affect the vogue of the pleated front. The made-to-order trade still clings to this style, and this may be taken as a pretty reliable indication that the ready-to-wear business will be done largely in pleated fronts. Wider stripes than usual are much in evidence in the Zephyrs, cambrics, Japanese crepes and other fabrics featured for Fall, although there is a very great variety in stripe treatment. There is no great change in colors, although indications are that tans and helios will receive considerably more attention in the better trade than usual.

Some enquiry is noted for flannels with soft cuffs for Fall wear. These come in very neat patterns and in appearance resemble the better cotton fabrics.

The drop in the price of cotton will not, at the present time, be evident in shirt values, and manufacturers point out that it will have to be a very considerable drop before it does, as reductions of this kind are generally more than balanced up by the other items in cost of production.

Manufacturers report that Fall business represents a very fair record.

This Store Has a Special Shirt Room

Bilton Bros., King Street West, Toronto, who specialize strongly in made-to-order shirts, have recently introduced, in connection with that department, a salesroom in which customers may be shown the range of fabrics to particular advantage. This apartment is about fifteen feet square, fitted entirely in mahogany and contains showcases, shelving, mirrors and other essential fixtures. The room lends itself to privacy, an important point in connection with a business of this kind, and has in more ways than one proved of practical value in displaying and selling goods.

Features of New Hats

Derby Crowns are Low and Round—Few Colors Selling—Novelty in Soft Styles—The New Caps.

The newest offerings for Fall in men's hats are low crown derbies and some novelty lines in soft felts. The derbies, at first sight, appear odd on account of their very low crown, but it is predicted that they will very quickly win a place in the popular favor. The crowns are more round than the shapes that have been shown in the last year or two, and the square effect is passing out. The crowns of the new shapes are about 4½ to 5 ins. high and the brims range from an inch and seven-eighths to about two and a quarter

A Horse Show shoe window full of suggestion to the men's wear window trimmer looking for ideas for Fall Fair or Horse Show display. By A. A. Daoust, for Geo. G. Gales & Co., Montreal.

inches. There are few colored derbies selling. The demand is all for blacks, but some dealers regard stone brown with favor.

A novelty in soft hats now being shown has stitched brim and corded seams, the latter dividing the hat into quarters. These are shown in blacks, greys and browns, but the greys are expected to be the most popular. Camel's hair rough felt hats are expected to continue popular, and fedoras and trooper shapes will no doubt be good again this Fall.

A Business Man's Court.

Alfred Wood, vice-president of the Semi-Ready Company, Montreal, in commenting on the decision of the British Columbia court, restraining an infringement of the company's name, said: "We got quick action. Most people do not. I am going to work hard for a Business Men's Court, where transgressions against the honor and integrity of the mor-

An effective unit display of men's shirts, neckwear and hosiery, featuring warm weather wear, by Reg. Brown, for the Cressman Co., Peterborough.

Tweed fedoras which had a run for a time and then seemed to drop out are expected to come in again this Fall and a fair quantity has been ordered.

In caps, there is not much change. Large square peaks, but not too extreme, are considered the correct thing and are being ordered freely. The cloth used is mainly in mixed patterns of greens, greys and grey mixtures. The demand has been very good and caps will no doubt continue to fill the bill for a knock-about head piece for some time to come.

al business code will be dealt with by trained business men, by men of stainless business reputation. Every profession has such a domestic court, and the industrial or business profession is the highest type of occupation in any civilized country. Such a court would be business-like and quick, would be sound in its views and certain in its directions. It would not be hampered by hoary rules of practice and procedure, nor delayed by any admiration for the traditions of the kindergarten age of commerce."

Designers Describe New Spring Suits

Grays, Tans and Browns Favored Colors for the Opening Season of 1912 — English Lines Will be Featured — Two and Three Button Sacks for Business Wear — Vests Slightly Higher — Novelty in Weaves.

BUYERS for manufacturers have all returned from their trips abroad in search of clothing novelties for Spring, 1912. Wholesale buyers are placing their orders and in some cases early deliveries will be in stock about August 15th. Many forecasts are heard regarding the proportion of cloths in regard to color and buyers are not yet decided.

Favor for Grays, Tans and Browns.

In different orders, some have placed their faith on grays, while others are forecasting browns and buying accordingly. It would seem that this decision is relative, as stated, to wholesale buyers and manufacturers' buyers. This cannot, however, be applied in all cases as early Spring cloths shown in samples of high-class styles would seem to favor tans and browns.

One reason for this conclusion is that manufacturing buyers choose a pattern or quality of one cloth and buy a color or perhaps two out of the entire assortment, whereas wholesale buyers select a cloth and divide the quantity over a range of several colors. Manufacturers' buyers claim thereby, they have to take a greater chance in their selections and, in a measure to force the style in the matter of color. They are called upon to anticipate to a greater extent than the wholesaler. This, too, may explain the differences in Spring selections.

Prices remain about the same, if anything slightly higher, but not sufficient to cause any difference to the manufacturing end much less the retailing. Linings are higher in many cloths, but Canadian buyers were fortunate in reaching the English mills before the usual advances on canvasses, which always follow the advent of United States clothing manufacturers in that market.

Designers are mostly on holidays or in New York and fashion centres. In some factories the decisions of designers will be announced very shortly and samples prepared for travelers by Sept. 15th inst. These will be full of interest to the retail buyer.

Careful With Extremes.

A general description of the styles likely to be shown for Spring and Summer, 1912, show a growing favor for "English cut" clothing. Designers are cautious and while fully anticipating this trend they are not yet enthusiastic, or, for that matter, seriously considering extremes of this garment. They hope to advance along these lines and predict even closer outlines for a year from now, but just how far they will go this Spring they are as yet unwilling to give an explicit statement.

New models will undoubtedly be closer fitting and will feature non-padded shoulders.

Several designers express their intention of adhering to lines from $17.50 and up, and that better suits will be made without padding. Asked about the difference in costs of labor one manufacturer stated that the tailoring in these shoulders could be done cheaper than padded shoulders although his instructions were to give this feature every attention even if it required more time. Both manufacturer and designer fully appreciated the importance of this tailoring and state that buyers, who find a demand for these styles, will be able to procure a fair assortment from the new Spring samples shown.

Picks Tans to Lead.

Referring again to the matter of colors, tans, browns, drabs and especially the softer shades of tans

Small boy's Winter overcoat, with novel double-breasted effect and storm collar.

in neat effects and pencil or line stripes stand out strongly from the range of samples. As a forecast, one buyer stated that he considered tans would lead by the proportion of 3 to 2.

As well dressed men were becoming more favorable to better grades of manufactured clothing and that manufacturers were now able to meet this demand combined with the confidence that young men would prefer tans as a change, this forcast is significant.

Success
MADE IN CANADA
Success
MADE IN CANADA
"Royal Duke"
This is a new 1911 shape just added to the "Success" range.
The "Royal Duke is a general wear collar with a very smart appearance.
The special points are the new opening—"more tie" showing, and the ample room for the tie to slide—plenty of spring in the collar.
This new shape is already in stock. Your wholesalers can supply you.
Made to retail at two for 25 cents.

The Canadian Converters' Co. Limited.
Montreal

This cut illustrates the very neat lines in men's Fall overcoats. Note the long lapel and button through front. This coat is in one of the grey herringbone weaves which will undoubtedly be a strong feature of the Fall season.

For business wear two button and three button sacks with clean-cut lines conforming more to the figure will be shown. Some of the important fashion features is the lack of fancy touches as a compliment to men who know how to dress and which appeal to those who avoid extremes as a matter of personal taste or selection.

English cut lines will be adopted for everyday garments and as stated the shoulders will be normal, lapels shorter compared with last season and the waste and skirt easy fitting but avoiding any appearance of boyishness.

This last tendency shows just how far designsers are inclined to go so as not to show garments which at present would certainly appear extreme.

New Trouser Styles.

Vests will be high, 6-button style and show slightly above the coat lapels. A number of young men still wear wide hip trousers, and there will be a certain amount of these sold for next spring. But in general outline samples being prepared will not be extreme, compared with fall clothing, and will measure about 19 inch knee and 16 inch ankle which, for proportionate measurements, is about the same.

Next season is not likely to develop anything strikingly new. The greatest novelty that can be expected is in the newer cloths and shades and this will prove an asset to the retailer.

The style adopted this year and ready shortly will be directed a great deal by personal preference and locality. Merchants are assured of satisfactory garments both in models and fabrics.

Men's cardigan stitch sweater coat, with pockets and adjustable collar. This coat is in brown with trimmings of green as indicated, but it is also shown in other favored color combinations. Courtesy of Reliance Knitting Co., Toronto.

TI EASE

THE NAME ON EVERY TIE AND EVERY TIE GUARANTEED

YOU LOSE

TIME
MONEY
AND ENERGY

BY TALKING THE OTHER KINDS OF NECKTIES

FOR TO THE WEARER
TI EASE MEANS

Ease from all his Tie Troubles
Excellent Style
Easy Adjustment
Ease when Adjusted
And wear—Well, it does not require to be replaced until soiled—and it is not easily soiled.

FROM THE MERCHANT

It removes all doubts as to his Tie Wants, for nothing short of a shipment of TI EASE will start the Ball Rolling right for the Autumn season.

THEREFORE DO NOT

Order one dozen of neckwear for Fall until you see our range of the Exclusive Specialty TI EASE, which includes both Self and Penumbra Self Colors, and the latest novelties in stripes.

AS TO VALUE

We need only tell you that TI EASE is "N.T.VELVO'S" younger brother and that he is a mighty sturdy chap. Did you ever see better value than "N.T.VELVO"? Well, it is a close contest, between the two brothers for first place, and the larger range of effects is bound to make TI EASE very popular.

BOTH ARE PIN-PROOF AND NON-CRUSHABLE

NOVEL-TI, LIMITED

PETERBOROUGH CANADA

System in Recording Purchases and Sales

How It May be Used as a Guide for Next Season — The Necessity of Careful Purchasing — Importance of Studying the Customers Rather Than Personal Preferences — A Suggested Columnar Ruling.

By Howard R. Wellington

IN response to a request from a number of men's wear dealers, The Review has had prepared a reliable stock-keeping system for a clothing department or exclusive store, by the adoption of which the merchant may have a complete record of his sales and purchases for reference and comparison. The system is a very simple one and could be followed by any clothing retailer.

After each lot of goods has been received, checked and properly priced and ticketed, they should be entered on the stock sheet in the manner illustrated.

BLANK & CO		STOCK CARD.			
PAT NO	3221	SOLD TO Mr Jones			
STYLE NO	a	186 Main St			
SIZE	38	London,			
STOCK NO	Q1891	Ont.			
S PRICE	15.00				
REDUCTIONS	3.01				
REMARKS					
BOUGHT OF	M'A & R	SOLD BY	8	DATE	June 10/11

Slip showing all particulars inserted in pocket of garment. Sent to office properly filled out when sale is made.

A separate stock sheet for goods from each maker or wholesale house. They should also be entered on cards as shown in illustration, called stock cards or some other appropriate name. Each card when filled out should be put in pocket of article of which it gives description and if possible the same pocket of each article, thus saving time in finding cards when sale is made. When a sale is made the salesman must take card out of pocket, fill in name and address of purchaser, his own number and date of sale and file it. At the end of the day's business the cards are looked over by the department manager or some one detailed for that purpose, and articles sold check-off the stock sheets from the cards sales totaled, from prices on cards also, and entered on sales sheet, a ruled form of which is also shown.

Stock Sheet an Aid to Buying.

The value of the stock sheet as an aid to buying is this. When a traveler comes around showing samples for the next season's trade, the manager of the department can tell from his stock sheets just how that firm's goods have sold without looking through his stock. He can also keep tab on his stock and will not run the risk of overloading himself with

BLANK & CO. LTD

Stock Sheet

BOUGHT OF Clothiers Limited

PAT NO	STYLE NO	SIZE	STOCK NO	SOLD BY	DATE	REDUC'N
3221	a	38	Q1891	8	June 10/11	3.01
3221	a	42	Q1891			
3319	H	40	Q1916	6	May 6/11	—

Buyers' Record Sheet, showing quantities, styles, sizes and dates.

A shipment of President Suspenders consigned from the factories of the Dominion Suspender co., Niagara Falls, Ont., to their offices in Auckland, New Zealand.

any or all lines as some managers do who rely on keeping everything in their heads. Sometimes that head fails in its duties: the stock sheet properly filled out never fails.

Keep in Touch With Customers.

The stock cards, or whatever name may be applied to them, are used principally to keep tab on the department customers. Suppose a customer buys an article to-day, the card is taken from it and filed in the usual way. This file is gone over at regular intervals--every morning would not be too often--and the merchant would find, say in a month's time, that his customer who bought to-day had not been back. He could then send him a letter or circular relative to something in which you think he would be interested. Keep him reminded that you are still in business, but use tact in doing so. Don't offend him by too much urging. Only the card from customers' latest purchases need be kept forward and the rest filed away for reference.

BLANK & CO LTD
STOCK SHEET

MONTH	DATE	SALESMENS NOS 5	6	7	8	TOTAL FOR DAY	TOTAL SAME DAY LAST YEAR	INCREASE	DECREASE
June	1	3525	3218	3176	4585	13504	11218	22.56	
	2	3615	2876	4118	2506	13115	13306		191
	3								
	4								
	5								
	6								
	7								
	8								
	9								
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	21								
	22								
	23								
	24								
	25								
	26								
	27								
	28								
	29								
	30								
TOTAL									
				INCREASE					
				DECREASE					

Sheet on which sales records are recorded daily, showing standing of each salesman.

Recording Reductions.

If any article is reduced the reduction should be marked in column ruled for that purpose on stock sheet, the ticket on article should also, be changed. The stock sheet will then be kept straight.

From the sales sheet a close tab can be kept on the business done from day to day, weekly, monthly or yearly, each day showing the increase or decrease from the same date of previous year. The form shown could also be ruled to show the increase or decrease of each individual salesman if so desired. Increased sales could be shown in red ink and decreased in black.

This system may have to be changed or modified to meet different conditions in different establishments.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA
BDA
THE BEST ITALIAN LININGS BEAR THE
KIRK
STAMP AS BELOW:
KIRK'S PERMANENT FINISH
There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.
(1) The Original 'Permanent Finish.'
(2) 'Velper' (Reg.)
The Velvety Permanent Finish for those who prefer a soft handle.
KIRK'S PERMANENT FINISH

BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street BRADFORD

How Sales Have Been Lost and Won

Men's Wear Salesmen and Merchants Narrate Their Experiences in Handling Difficult Customers --- How Neglect of Little Details Often Causes Trouble --- The Value of a Name in Selling Goods.

THE following short stories dealing with unusual incidents in salesmanship were obtained from men's wear merchants and salesmen. They describe some of the problems met with in everyday business and tell how they were handled. Good and bad points in salesmanship are illustrated—instances in which better results might have been secured through a little tact, and cases in which unpromising circumstances were converted to decided advantage.

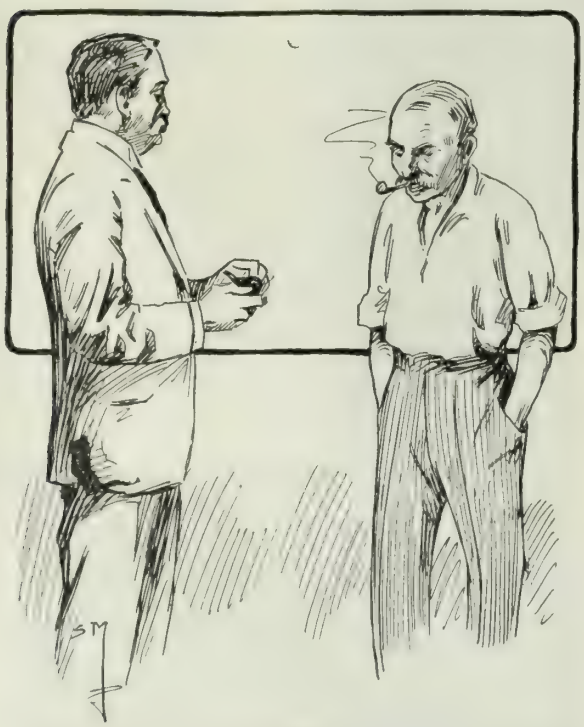
⊙

Nearly Lost the Employer.

Discussing how customers are lost and won, a salesman has this to say:

"It always takes two to make a quarrel, and a little patience and explanation will always bring matters to the desired termination. For instance, in the following you will note how a little detail almost lost for us one of our very best customers.

"Mr. H——— came into the store one day and



Mr. H. was sore to think his hired man could buy cheaper pants than he could, and he made up his mind to quit our store.

asked to see some leather coats. While examining these he noticed a pair of trousers marked $2. He made the salesman an offer of $8 for coat and pants, which should have brought $8.50, the coat being $6.50.

"The salesman refused the offer, as we sold for one price only, and the customer went away displeased.

"Some few days later Mr. H———'s hired boy came into the store complaining of the poor wear he had had from our socks, and on being told we would make it right, he bought a pair of pants the same as Mr. H——— had been looking at. The boy was allowed 25 cents off the price of the pants, and the clerk, instead of making out the check, Pants $2, by allowance 25c, total $1.75, just made the check out $1.75.

"Of course, Mr. H——— recognized the pants, and the boy told him $1.75 was all he paid and showed the bill without any explanation. Mr. H——— was sore to think his hired boy could buy cheaper than he could himself, and made up his mind to quit our store.

"However, one day he got talking to the manager and the manager called the clerk and after everything was explained he was perfectly satisfied, but had the sale check been made out properly, it would have explained matters itself and have saved all this trouble."

⊙

Suggestion Makes Extra Sales

Here is an incident observed recently in a men's wear store that illustrates how a little suggestion made in the right way will have the effect of making extra sales. It also shows that "friends" are a good asset to the man in business.

Two young men entered the store of a firm that had recently started in business and after one had greeted the partner who came forward to wait upon them, the other asked to see some light underwear and named a much advertised brand as the kind he thought he would like. "Have you that kind?" he asked.

"Sure we have, right here," replied the salesman. "Do you want the combination or two-piece suit?"

"I think I would like the combination," replied the customer.

"I like them best," said the salesman, "they feel so comfortable and you don't feel all the time as if your shirt was working up around your neck." While he was talking, he had been laying out a suit, after glancing at the young man to appraise his size.

"I'm leaving for a trip to England to-night," said the customer, "and was going to a store down the street, when my friend said, 'Come on up to ———'s, they have a nice store and you can get what you want there."

"That's the talk," said the salesman, smiling. "That's the way we like our friends to work for us."

He sold the customer two suits of underclothes, instead of the one suit he had intended buying. He then suggested collars and sold four, all the time keeping up a conversation about the good time the customer would have on his trip. A new line of ties was shown, as well as garters and socks and before the customer was through he had bought $8 or $10 worth of goods, whereas he had only intended buying one suit of underwear. The sales were effected simply by mixing in selling talk with a topic of conversa-

THERE'S NOTHING BETTER THAN

"Cravenette"

WET or FINE

RAIN or SHINE

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

Reg^{d} Trade Mark "Cravenette" PROOFED BY The "Cravenette" Co Ltd

Facsimile of stamp on back of Genuine oods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers

SELLING AGENTS FOR "AERTEX"

Cellular Underwear and Shirts

Young & Rochester

Shirts, Neckwear, Dressing Gowns, etc.

Tress & Co.

High-Class Hats, Caps and Straws

T. H. Downing & Co.

LEICESTER

Hosiery, Underwear, Knitted Coats, etc.
Specialties—"Alpha," "Superla" "Sparkenhoe."

Cohen & Wilks

"Aquatite" Yarnproof and Rubberproof Garments for Ladies and Men

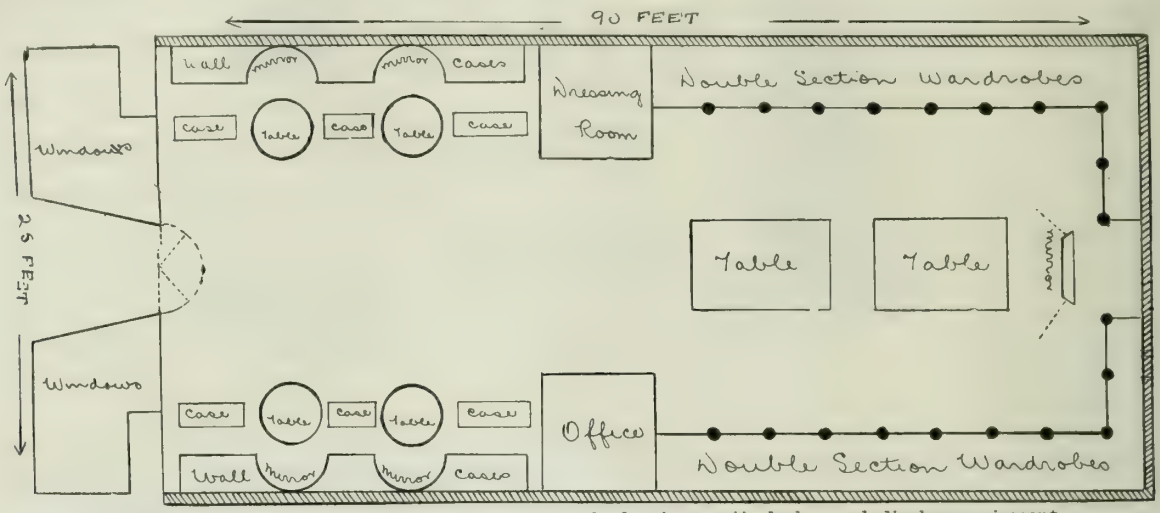
If our travellers have not called on you, write us.

tion suggested by the customer in his reference to his impending trip.

WINDOWS WORK ALL THE TIME.

Right on the heels of these two, came an elderly gentleman who asked to see some ties that were shown in the window at 35 cents each. An assortment was laid out for his selection and it was explained that they were selling three for a dollar. The customer decided to take three, and just as the salesman was about to wrap them up he called attention to another line of ties on a stand near by, remarking that they were a new line that had just been received and were excellent value at a half dollar each. The customer decided to take a couple of these also and said to the salesman as he handed over the money—"I had no intention of buying ties this morning, but those in your window looked so nice that I couldn't pass them."

This goes to show how windows are working for a firm all the time and no pains should be spared to keep them looking attractive.



Floor plain, new store of Alf. Prendergast, Montreal, showing particularly good display equipment.

Mention of Maker's Name Won Sale.

"One day not long ago, a gentleman walked up to me and inquired if we had a good heavy pair of trousers that would fit him," states a salesman.

"I replied that we had an excellent line made from heavy all-wool cloth, and I was sure they would suit him.

"He was a large man and wanted the trousers plenty large. I succeeded in finding the required size. The color and weight suited all right, but the price was a little high, and the cloth might be shoddy. He said he would give me so much for the trousers, as that was all they were worth. He seemed doubtful about the cloth, although I tried to convince him of the excellent quality.

"Just as it seemed doubtful about making the sale, I happened to mention the name of the manufacturer and the reputation they had for making clothing that always gave satisfaction.

"That had the required effect. He said, 'If these trousers were made by that firm they are all right. The last pair I had were made by these people, and they wore well and did not shrink. You may do this pair up for me.'

"If salespeople would put more stress upon the trade mark which a garment carries, or name the manufacturers, they would in a large degree find it much easier to sell to customers. A well-known trade mark of the reputation of a certain brand of goods does more to satisfy a customer than many words of argument."

Grasp the Small Opportunities

A men's wear salesman writes the following:—

There are great opportunities in the dry goods business for the salesman to use his ability to advantage.

Many salesmen are always looking for a chance to do something large while a number of small opportunities are at hand, which is attended to would amount to more than the larger one.

It is all right to have ambition along higher lines; but we should always remember it is the little things that count. These little opportunities may seem rather small and unimportant at first; but with portunities are at hand, which if attended to would suppose.

It is very easy to lose a customer by improper management. But there are many times that it is just as easy to gain one.

The following incident which I experienced a few days ago, goes to show one case in which a customer was won by being alert and having an eye to business.

One evening a few days ago, as I was sitting in front of my boarding place, a young man who was a stranger to me, stopped as he was passing by and inquired if there were any clothing stores open that evening.

I replied that it was closing night and upon inquiring what he wished to purchase I learned he had come to town that day and wished to buy a pair of pants. He was going to work early in the morning before the stores opened.

I told him I worked in a clothing store, and would take him down to the store with me and fit him out. So that is how one more customer was added to our list.

It is not the first sale that counts in these instances. It is the sales that come afterwards. But it is the first sales that are sometimes the hardest to make.

THE LAUNDRY-FREE "Challenge" BRAND WATER-PROOF-COLLARS

IT IS ALL LINEN.

When soiled it is as easy to clean as if it were made of celluloid and yet avoids all the things that make celluloid collars objectionable.

IT HAS NO ODOR.

The waterproofing is done with a chemical process and cannot be detected either in appearance or odor

The styles are correct and saleable, will net you profits, and satisfy your customer.

Write us at once.

The Arlington Co. of Canada, Limited

54-64 FRASER AVENUE - - - - TORONTO

Stock carried by the following agents: Ontario—J. A. Chantler & Co., Toronto, Eastern—Duncan Bell, Montreal. Western—R. J. Quigley, 212 Hammond Block, Winnipeg.

BOY COMFORT

When you find boys' clothing that pleases the boy by cut and fit and his parents by length of wear and price, you have a sure money-maker. Our "LION" Brand bloomer pants have proved their worth to a large and growing custom.

BOYS' BIG BLOOMER PANTS

Prices from **$6.00** to **$18.00** per dozen.

All correct patterns

Prices from **$2.25** to **$6.00** per dozen

for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.

"The Jackson Bloomer"
LION BRAND

Special arrangements for prompt mail order service.

The JACKSON MFG. CO., Clinton
FACTORIES AT CLINTON, GODERICH and EXETER

Men's Duster Coats

Suitable for Driving and Motoring, Etc.

Heavy Cotton Cheviot. Side Opening. Three Pockets. Cut Good Length.

Special at $12.00

Some of our lines are:

WAITERS' COATS,
COOKS' COATS,
BARBERS' COATS,
PORTERS' COATS,
BUTCHERS' FROCKS,
BAR VESTS,
SURGEONS' GOWNS,
DENTISTS' COATS.
DUCK TROUSERS,
BOYS' BLOOMERS,
APRONS,
OUTING SHIRTS,
MINERS' SHIRTS,
WORKING SHIRTS,
DUSTERS,
BOYS' SCOUT SUITS.

Try us on Mail Orders. Particulars on Request.

DEFIANCE MFG. CO., Limited
College and Bathurst Sts., Toronto

The Furnishings Section, Fashion Craft Store, Montreal. Note the alcoves at intervals for unit displays and use made of glass cases.

The new retail store of Fashion-Craft, Montreal, is fitted throughout in mahogany and presents a very rich and inviting appearance. It has all-glass showcases, up-to-date tie racks and display fixtures for both counters and windows, and alcoves midway along each side of the store with mirror backs, where attractive unit displays may be made.

The store is well lighted. In addition to windows at the front and back, there is a large light well over the rear portion of the store, where the clothing is handled, so that customers can thoroughly examine the garments in every way. At night a battery of electric lamps shine from handsome brushed brass electroliers.

The store breathes quality and good taste from the windows to the extreme rear. The office is conveniently located midway of the store on the right and opposite is a fitting room in corresponding size and design.

This store is conducted by J. H. & E. Dube, successors to Alf. Prendergast.

Front of the new Fashion Craft Store (J. H. & E. Dube) Montreal, showing good arrangement of windows. Note shelf in rear for supplementary trim.

Have Small Store But Large Outlook

Simpson & Tessier, Montreal, have a Floor Space of 400 Square Feet, but Their Cash Receipts Indicate Good Business -- Effective Use of Windows -- Foundation of Good Fellowship and Square Dealing.

IN a little store on St. Catherine Street, Montreal, in the heart of the business section of the city, there was opened recently a men's furnishing business that, judging from its auspicious start, bids fair to land the proprietors in the ranks of the notable merchants of Montreal before many years.

Simpson & Tessier is the firm name, and the young men comprising the partnership have seen, considering their years, a lot of service in catering to the wants of the public. Both have spent some years in the employ of large men's furnishing houses in Montreal and they are, therefore, qualified to know something about the pulse beat of the men's wear business.

How Small Quarters Were Utilized.

They felt that if they could sell goods for other people they should be able to sell for themselves and having some capital between them they pooled their interests, bought a stock of goods, getting credit on a portion of it, and started in a store with 14 feet frontage and a depth of 30 feet. This may seem pretty small quarters, but so cleverly have the proprietors utilized practically every inch of the space that it is most complete in every way.

They figured that, in the stand they had taken, they would catch a good deal of the theatre trade, being close to several of the amusement houses, and it has developed that they were right in their assumption. The first day that they opened they took in $74. That was the Friday before Dominion Day. On Saturday their sales amounted to $116. Since then they have not been quite so heavy but they have been sufficient to meet all expenses and leave a tidy profit.

Cash Business—Less Expense.

The cash receipts since the store opened have averaged about $275 to $350 per week. In order to meet all expenses, salaries, rent, etc., they have to take in $150 per week and they have been getting well over that amount. They do a strictly cash business and therefore have no expenses for bookkeeping. As in most cases they buy for cash, they are able to take all cash discounts, also.

Mr. Tessier is an accomplished window trimmer as well as a salesman, having looked after this part of the work in one of Montreal's large men's furnishings stores for a number of years, and considering the limited space he has to work upon in the new store, he has put in some very attractive displays.

Display Novelty Every Week.

"We aim to do our advertising through our window," he said, "and we are going to show novelty of some kind every week. Our window is cleaned out

(Continued on page 192.)

Flannel Shirts for Fall Delivery

Plain, Dark and Light Grey Flannel Shirts

Prices, $9.00, $10.50, $12.00, $12.50, $15.00 per dozen.

Military Flannel Shirts

Prices, $13.50 and $15.00 per dozen.

Navy Blue Flannel Shirts - guaranteed fast color

Prices, $12.00, $13.50, $15.00, $18.00 per dozen.

Navy Blue Serge Shirts

Prices, $9.00, $10.50, $12.00 per dozen.

SEND FOR SAMPLES

The Deacon Shirt Co. Belleville, Ontario

See also plate on inside back cover for single brush stroke block lettering

Lesson 3--Complete Course in Cardwriting

The Third of a Series of Twenty Complete Lessons Constituting the Edwards Short-Cut Course — Plate Three Shows the Single and Double Stroke Block Capitals – One of the Best Alphabets for Pronounced Headlines

(By J. C. Edwards. Copyright applied for.)

THE three cuts showing the right way to hold the brush while lettering, while drawing a line and the equipment necessary will appear in almost every lesson of this course for the purpose of impressing on the mind of the student the importance of holding the brush correctly always. Watch your grip on the brush and do not get the fingers cramped, otherwise your lettering will be stiff and cramped as hand-writing often is

Always see that the paint is not too thick and sticky and have it work nicely from the brush.

The Necessary Equipment.

The alphabet illustrated is a very important one for strong headlines and can be used where the single brush stroke, if made heavy, would take up too much room and would have a tendency to be too black, and not readable. The single and double stroke block can be made normal, extended or condensed.

The normal letters take a space about square, the extended letter is longer than it is deep, and the condensed is narrow and more words can be put in a line than by using either of the former letters.

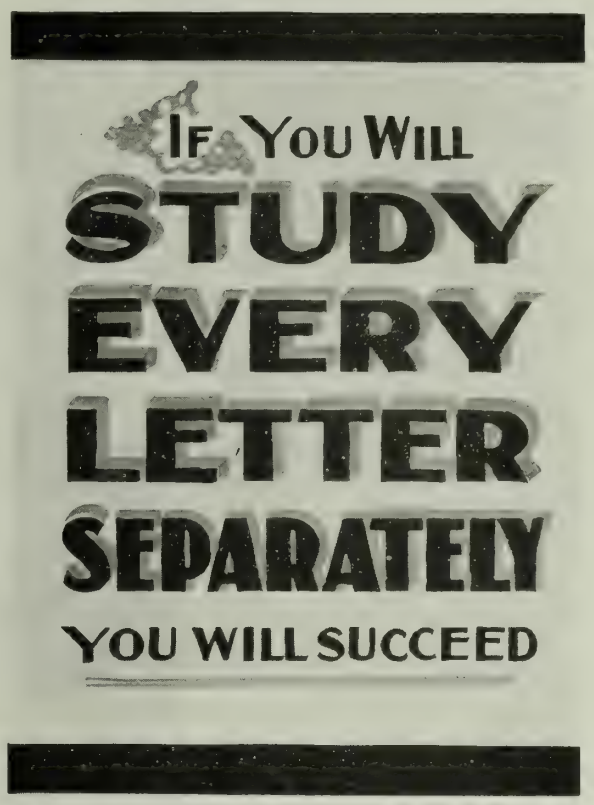
The letters used in this plate are more of the condensed style; every move is illustrated, showing the strokes in their proper order, with arrows indicating the direction the brush was moved in executing each stroke.

How Letters are Made.

The letter A was made in four moves. No. 1 is the first stroke of the first lesson. No. 2 is the second, but No. 3 widens stroke 2, making it double width, and No. 4 finishes the letter, as in the lesson on brush stroke block.

Letter B consists of seven moves or strokes. No. 1 is the same stroke as No. 1 in plate 1; No. 2 widens or makes it a double stroke; No. 3 and 4 are also the same as in B of the brush block, but No. 5 adds the double stroke to the curve.

The C is finished in four strokes, the first three being exactly the same as those of the single stroke



Card showing effective application of the single and double-stroke black capitals.

block with the fourth to give the double stroke on the curve.

D, P and R are along the same lines as the B. The strokes are plainly indicated and will be easily understood if a close study of the plate is made.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make—all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED

73 King St. East, - - Toronto

Letters E and F are very simple and precicely the same, except that the F has one less stroke and stroke 5 in E is the fourth in F.

The strokes 1 and 2 in letter G repeat the first two in C; stroke 3 is the duplicate of 4 in C; the 4th and 5th in G finish the letter.

H and I are very simply made and easily understood.

J, L and T are easy, while K, M, N, V, W, X, Y and Z are the reverse to the letter A, necessitating the practice of the inverted angle, but will be mastered by practice.

Q is made in two strokes only, as indicated by the arrows and numbers.

S is, without a doubt, the most difficult of all letters and should be practised a great deal to get it perfect. Stroke one in the S may be made so that the second stroke will come either at the top or the bottom. In fact, it is often necessary to add half a stroke above and one-half below to bring the whole finished stroke in the centre of the letter.

The other two strokes are the same as the second C stroke and the second J stroke.

The Semi-Ready Store in Vancouver, B.C. Thomas & McBain.

Interior of Thomas & McBain's store, Vancouver, B.C., a view that suggests bright, clean cut methods.

Always keep the card directly in front of you to avoid leaning letters.

The Difficult Letters.

The O and Q are quite difficult letters to make in this style of letter, but the instructions are explicit enough if the writer is careful to keep the letters from taking on a laying-over appearance. The small or single stroke should be at the top and bottom. the cyma or spur which is added to the O to make the

U is really two reverse J's with the heavy stroke always on the left side as shown.

The small letters preceding the strokes of the various letters are shown, shaded with the upper right hand shading. It is done with grey paint, mixed as described in the lesson No. 1, with a single stroke of the brush and always at the same angle. The accompanying card shows this alphabet in card form with the lettering spaced properly and shaded, with a striking illumination in the form of heavy black

Buyers' Guide

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Ideas That Are Worth While

People coming to town for the Fall fair will have both eyes and hands open for souvenirs. This year, the merchant who has any Coronation medals or badges on his hands will, at this time, have an opportunity to dispose of them to good advantage. One of the large city stores used their surplus Coronation badges to good purpose by enclosing them with parcels from the music and stationery departments. It was something for the children. A great deal depends upon the extent which the merchant makes his individuality stand out on these occasions.

* * *

In merchandising a shirt sale, a good scheme consists in issuing a chart in the announcement showing the qualities and colors, stripes, designs, plain or spot patterns in each size. This information, combined with the quantity in each case, conveys to customers the method of stock arrangement as well as their chances of getting a suitable garment in the sale rush. When comparative values are quoted, there is no doubt but that this plan is a great factor in the success of these events, which are usually semi-annual.

* * *

At the time of the annual Fall fair, when people come to town to spend more or less time in the stores, it pays to demonstrate certain lines. It is at this time that a young woman should be employed in the fancy goods section with the object of illustrating latest ideas in art needlework, crocheting, etc., or to give visitors to the store some idea as to the correct vogue of hair ornaments and similar goods.

* * *

It is during fair season that the rest room in the dry goods store proves of particular advantage. Friends from different parts of the surrounding country meet and are always glad to find a place where they may rest and chat. One merchant who had no rest room decided that he would fix one up for the fair season. He had more space than he required on the second floor, and reserving a section for this purpose he carpeted it, placed a table, several easy chairs, a desk, and a large lounge there for the fair season. He advertised his "rest room" and scores of people made it their rendezvous. What he had not looked for was the sale of the furniture from the rest room. A farmer and his wife who were looking for an outfit as a present for their daughter-to-be-married, were so pleased with the equipment of the room that they bought a duplicate set. Much other business was traced by the merchant to his improvised rest room. It pays when there is room available.

* * *

A Toronto hat store, about to move into larger quarters, created an interest in their straw hats by offering a prize to the first man who guessed the correct number of hats placed in a large window. The latter was attractively trimmed with panamas, and the central figure was that of a "native" at work on a real panama. Another men's wear dealer placed a large cross made of playing cards in his window and offered prizes for the first three correct guesses as to the number of cards in the design.

L. BAUMAN & CO.

The largest Importers and Manufacturers of Artificial Flowers, Vines, Sprays, Palms, Bouquets, and Window and Interior Decorations.

359 W. Chicago Ave., CHICAGO, ILL.

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 *a year, and your ad. will go to* 5,000 *merchants each month.*

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company

38 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

lines at top and bottom of the card, and a little scroll effect around the first word.

NOTE. Use a *flat brush*—a red sable in albata, size 7, as this is a very useful size. Draw the brush flat by dipping in the paint and rubbing back and forward on a piece of cardboard until the edge is chisel-shape. Hold the brush as indicated in cuts shown. Use letterine in black.

For further information re outfit, etc., write to the author, J. C. Edwards, c|o MacLean Publishing Co., Toronto, or The Dry Goods Review.

Small Store but Large Outlook

(Continued from page 192.)

and trimmed anew twice every week. The first half of the week we specialize on some one line and the balance of the week we make a general display. We keep a large card suspended in the window announcing that we will show a novelty every week and in this way people who pass here daily are getting in the habit of watching to see what is coming next.

"As our space is limited, we cannot carry an extensive line and we do not intend to stock high-priced lines at all. 'Popular Prices,' is our motto and only medium or popular-priced lines will be shown."

The window which occupies the major portion of the front—the entrance being at one side, on an angle, is eleven feet in width and about 4½ feet deep. A number of very neat wooden display fixtures, in old English style, afford a splendid opportunity for tasteful trims. The background of the window is a lattice-work finished the same as the fixtures, with adjustable pedestal stands on top.

Five Hundred and Ten Ads.

The two sides and rear of the store are fitted with compartments for stock. These boxes are all of white cardboard, bearing the firm's name. There are 510 boxes in all so that, as Mr. Tessier points out, a customer looking around the store sees the name of the firm 510 times and this tends to keep the store in his mind. All the original boxes in which collars, ties, shirts, etc., are received are done away with or kept in reserve in a little room at the rear.

At the present time hats are not included in the stock but provision has been made for carrying them later on. The lower part of the fixtures have been so built that hat boxes will fit into them, sufficient to carry about 100 hats in stock. This is considered a large enough number as only the new and popular lines will be handled. Two silent salesmen counter showcases and interior display stands for the counters, for showing ties, etc., complete the equipment.

Friends Not to be Despised.

An evidence of the popularity of the young merchants is shown by the fact that on the day they opened they had 89 customers, the majority being personal friends, and on the second day 167 persons made purchases.

"Many people will tell you," said Mr. Tessier, "not to depend on your friends, but I have found that that is a wrong idea. We aim to make a friend of every person who comes in our store.

"A number of people have asked me—'Tessier, why do you take so long to dress your window? I see you in it nearly the whole morning.' I tell them that when I am in the window, it helps to attract attention to the store. People will stop to see what I am doing and if the window is half finished, they will look at the goods already placed and wonder what is going in the other part. Probably, when they come this way again they will look to see how it has been finished. Even if they do not come in and buy at that time they will probably remember the store and eventually we will get them. I have seen it work out that way a number of times.

An Eye to the Future.

"In the same way when I go out to wash the window I generally find an excuse to speak to most of the young fellows that pass, and a pleasant word often has a good effect in winning them for future customers.

"We are more than satisfied with the way the venture is turning out and if business keeps on increasing we will have to look around for a way to enlarge our premises."

This business it appears is being built on a foundation of good-fellowship and square dealing and thus far these materials seem to have proved pretty good stuff.

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Copyright applied for.

Every detail of these block letters is illustrated in this plate, arrows indicating direction of brush stroke. Photo in upper corner shows correct grip of brush.

A Canadian Triumph

TOOKE SHIRTS

EARLY in September our Representative will show you the results of many weeks of careful buying, planning and designing--the spring line of TOOKE SHIRTS.

¶ "TOKENO," our genuine English Zephyr which we made up and advertised for the first time last year, has shown splendid wearing qualities. This year we have a larger and even finer range of clean-cut, attractive patterns in this most satisfactory fabric.

¶ We wish to emphasize the fact that, because of our very large purchases, and the close connection we have established direct with the best English and Scotch mills, we secure the exclusive control for Canada of the best values and the most attractive designs. These are yours when you sell TOOKE SHIRTS.

TOOKE BROS. Limited

MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings.

THE MEN'S WEAR REVIEW

Vol. I—No. 7 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Sept. 1, 1911

One Customer Made $4,200 on Special Orders Alone in One Season.

Good Advertising Plates Supplied Free to Good Customers.

Suits and Overcoats
Made to Your Exact Measure in Four Days at the Shops

Semi-ready Tailoring insures you expressive clothes tailored in the best fashion and made by expert craftsmen—men who are specialists in their particular line.

We have made arrangements to have all orders filled in four days at the shops, and can thus guarantee you prompt and satisfactory service in every respect. The clothes are guaranteed. The price is the same everywhere—and it is a wholesale tailoring price, with only the most dependable fabrics—the finest imported British weaves.

Over 300 patterns to choose from; over 30 style plates to select from; prices for special orders from $18 up.

Semi-ready Tailoring

This is one of the advertisements used by a merchant who sells Semi-ready Tailoring from samples only.

A custom tailoring department in a Dry Goods store seldom pays because of the overhead expense and the inertia between-seasons of the average cutter in charge.

The Semi-ready Special Order department is a money-maker in which every clerk can co-operate, and when the selling is over there is no overhead expense to burn up the profits.

Let us send you all particulars. Also our weekly paper, "The Semi-ready Special."

SEMI-READY, LIMITED, MONTREAL, CANADA.

Tobacco Pouches

Our Complete Holiday Line is Now Ready for Inspection

MANY ATTRACTIVE ARTICLES HAVE BEEN ADDED TO OUR EXTENSIVE COLLECTION

Whisk Broom Sets

JEWEL CASES
PHOTO FRAMES
MUSIC ROLLS

Always TRADE R MARK *Reliable*

COLLAR BAGS
WRITING CASES
GAME SETS

C. F. RUMPP & SONS

MANUFACTURERS OF

FINE LEATHER GOODS

PHILADELPHIA

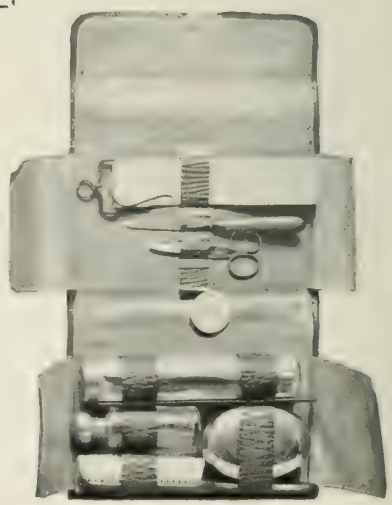
New York Salesrooms, 683-685 Broadway (Cor. Third Street.)

SEND FOR CATALOGUE

Cordeliere Bags

Sanitary Collapsing Cups, Dram Flasks, Cigar Cases, Travellers' Requisites, Automobile Lunch Cases, Manicure Sets, Glove and Handkerchief Sets.

An Endless Variety of Articles for Christmas and New Year Gifts



Toilet Cases, Large Variety

Please mention The Review to Advertisers and Their Travelers.

MENS CLOTHING AND FURNISHINGS

Of Interest to the Buyer

Some Novel Features of Men's Clothing and Furnishings on Both Sides of the Atlantic --- Style Suggestions.

In double-breasted, three-button overcoats for dress occasions, very dark blues are going to be favored in Paris this year.

* * *

In Paris, trouserings patterned with stripes placed far apart are meeting with a marked demand Greys and mixtures in black and white are leaders

* * *

Shoes of mahogany shade with socks to match have made their appearance in London, the former in brogue pattern and the latter with a neat clock at the side.

* * *

Manufacturers who are featuring silver greys, strongly in their shirting lines have struck upon a vogue which is in high favor with the better-class trade in London at the present time.

* * *

Harris and Donegal tweeds in rich browns, heather and dull green mixtures, as well as Bannockburns are in demand for hunting season wear in England.

* * *

The watch-chain that accords with fashions requirement at the present time is in many cases of very fine links in dull gold. Fobs are, of course, still very much the vogue.

* * *

Boy scout equipment for winter should suggest to the merchant the advisability of carrying a fair range of heavy gloves and gauntlets for rough wear. Those of the cowboy type will, of course, receive first consideration from these husky youngsters.

* * *

Some of the smart London haberdashers are making displays of shirts with linen collars attached. The laundering of such a garment calls for skillful work, but authorities state that when the fit is correct this feature is very satisfactory.

* * *

Large black and white checks in suits and caps for motor wear are said to be much in evidence in London. Red, blue and purple overchecks are frequently seen. In this connection a revival in black and white checks for suits and of fancy checks in general are prophesied.

Now they are copying Lancer uniforms in pajamas in London. A fashion writer describes one creation in silk that was an exact replica of a uniform in French gray ground and blue facings. The jacket was finished with brass buttons and a band belt of scarlet.

* * *

A large clothing house has produced a reversible overcoat in 26 and 28 ounce double-faced fabric cravenetted. It is worn either as a grey with a regular shoulder, or as a brown overcoat with a raglan shoulder. There are really two distinct coats in one.

* * *

A jokesmith in one of the daily papers remarks: "Much is written in the fashion journals nowadays, about the vogue of black and white in women's gowns—one side black, for example, and the other side white. Now, why not introduce the same idea into the construction of men's trousers? It would help out our thirst for variety. The thing only requires a little courage and absence of common sense."

* * *

A recent photo of King George is puzzling the style critics. He appears in a somewhat informal attitude at the door of an auto, wearing a plain three-button coat, with the flaps missing from the pockets. The puzzle is, whether his Majesty is to be credited with a new style touch or whether the flaps have been carelessly turned in.

Bow tie of black silk grenadine over white satin, producing novel veiled effect. Made also in derbies. Shown by Sword Neckwear Co., Toronto.

* * *

Colored silk handkerchiefs are to be shown in unique variety this coming season. London shops are showing some very grotesque patterns in which "Billiken," "Teddy Bear," "devil" and "national animals" were pictured either in the centre on plain grounds or in the corners. The vogue of Oriental patterns in fabrics has also given handkerchief makers much inspiration.

Shirtings for Spring, 1912

Great Variety of Very Neat Effects Which Suggest Good Selling Qualities---Starched Cuffs and Soft Cuffs---Semi-regatta Styles---Mercerized Materials

THE range of shirtings shown for Spring, 1912, contains many features of exceptional interest to the retailer of men's furnishings. There has been a noticeable departure from that sameness in the vogue of stripes which has been so strong a feature during the past few years. Manufacturers are showing more individuality in their assortments and each has been careful to cultivate the exclusive idea to as great an extent as possible so far as patterns are concerned. While stripings of a staple character are still seen, there are, particularly in the better class lines, a great variety of stripe effects. Some patterns consist of fairly large stripes with wide divisions, others, again are narrow, and there are some fine two-tone stripes on a plain ground, as for example, a mauve and helio on tan.

There are many neat groupings and panelings in one color effects, as well as in combinations with neat figures and in some of the richer fabrics, silk stripings are a decidedly attractive feature. Blues, greys, helios, green and tans are the favored colorings, black and white will have a very strong call as a staple.

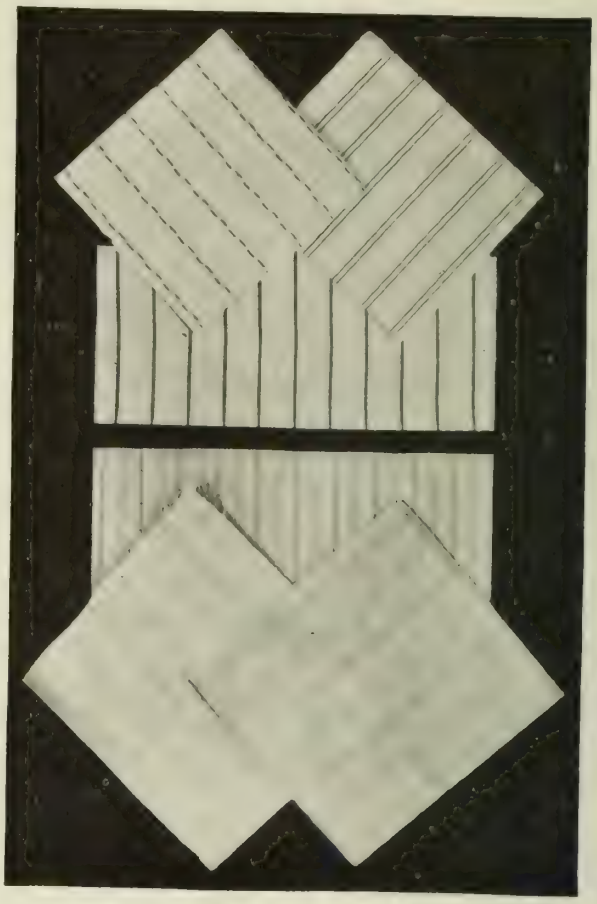
Materials include ginghams, zephyrs, mulls, mercerized chambrays and Ceylons, the latter being particularly favored for outing and sporting wear. Grey is a favored ground in these shirtings and the stripes are for the most part very neat and unobtrusive. Plain colors, and with self stripes, are likely to have good representation in order since they are a decided change. Where figures are introduced with stripes they are invariably small and dainty. In fact all of the patterns shown strongly favor quiet, conservative patterns and colorings.

Two Distinct Divisions for Spring

An authority referring to the Spring shirt outlook, has this to say:—

"In our opinion the negligee shirt business will be very strong for Spring, 1912. The business will be divided into two distinct lines—starched cuffs and soft cuffs. Last season, the trade were somewhat diffident in taking up the latter line and in consequence found themselves with an overwhelming demand for soft cuff shirts with lounge collars to match and no stock from which to draw. This line has met so favorably with the consumer through numerous advantages which it possesses that there will be a still greater demand for next season and the merchant will no doubt see that he is amply covered. The French double cuff is preferable to the starched cuff in as much as it can be turned up with more satisfaction and without breaking the cuff as is the case with the latter.

The lounge collar takes the place of the reversible collar attached, as it is dressier in appearance, and as a collar usually soils before the shirt it can be detached and laundered independent of the shirt. Futhermore, the lounge collar and soft cuff combination has the advantage over starched goods as they can be laundered at home which is a point of economy in laundry and also preserves the garment itself as custom laundries usually do more towards the wearing out of the shirt than does the actual wear and tear.



Ginghams, Mercerized Chambrays and Ceylons from Spring samples shown by Deacon Shirt Company, Belleville, Ont.

In designs fine stripes covering the grounds with small figures will predominate. Neat patterns still have the call with shades blue, helio and grey being most prominent. Of course, black and whites are always staple and will be sold in large quantities.

A number of beautiful effects are being brought out in soft materials which could not be made up into either percales or zephyrs. Of course, these are only put into soft lines.

Semi-Regatta Styles

Montreal, Sept. 4.—Indications are leaning toward the semi-regatta style of shirt as being a popular style for Fall and Winter. As the negligee shirt has been in vogue for quite a length of time; it was felt that the change to a hard bosom would have to be gradual. The semi-regatta style has a very short and narrow bosom. This makes it about as comfortable as a negligee, to wear. In a number of cases sales of these shirts will require a little explanation on the part of the salesman. In most cases only a little explanation will be necessary to cause the customer to appreciate this style.

Merchants should have windows dressed with this new line and through attractive advertisements and careful attention to sales, a large trade is sure to result.

The Men Behind The "Sword"
Are Now on the Road

GILBERT S. GIBBS,
Winnipeg Office

C. P. HOFFMAN,
Hamilton Office

H. G. BROWN,
Vancouver Office

T. J. DUDLEY,
Toronto Office

A. P. PROCTOR,
Montreal Office

GEO. F HIGLEY,
Western & Eastern Ont.

G. F. FINCHAMPE,
Western Ont.

F. M. RICHARDSON,
Northern Ont.

J. C. NICOLS,
Quebec & Maritime Provinces

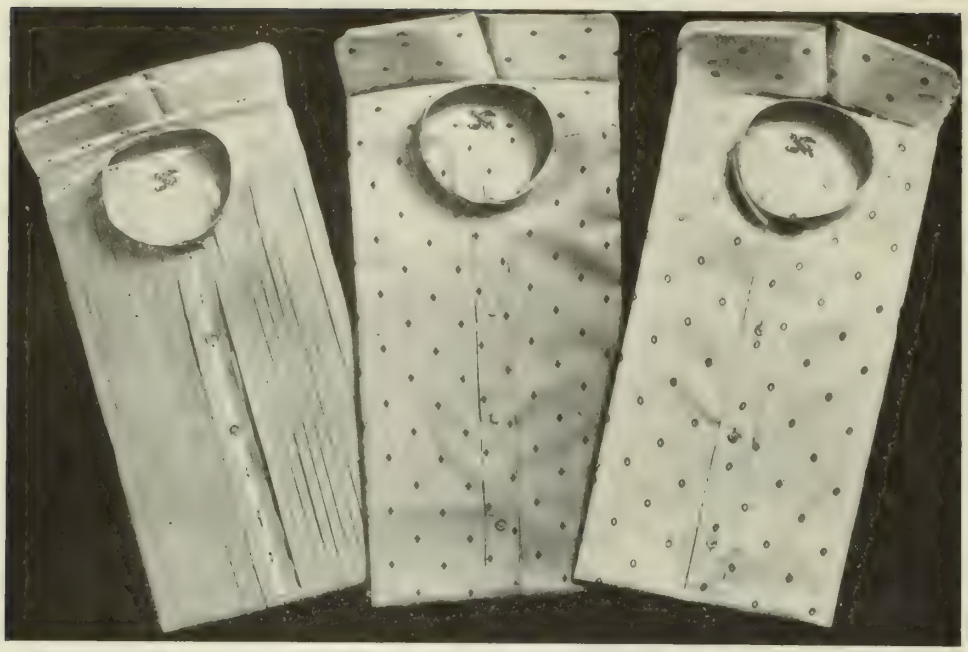
James A. Sword

THE MAN BEHIND THE GUN

The Sword Neckwear Co., Limited
TORONTO.

Canadian Selling Agents for Corliss Coon Collars.

SEE AD. ON PAGE 53



Selections from the Spring shirt range of John Forsyth & Co., Berlin, Ont.

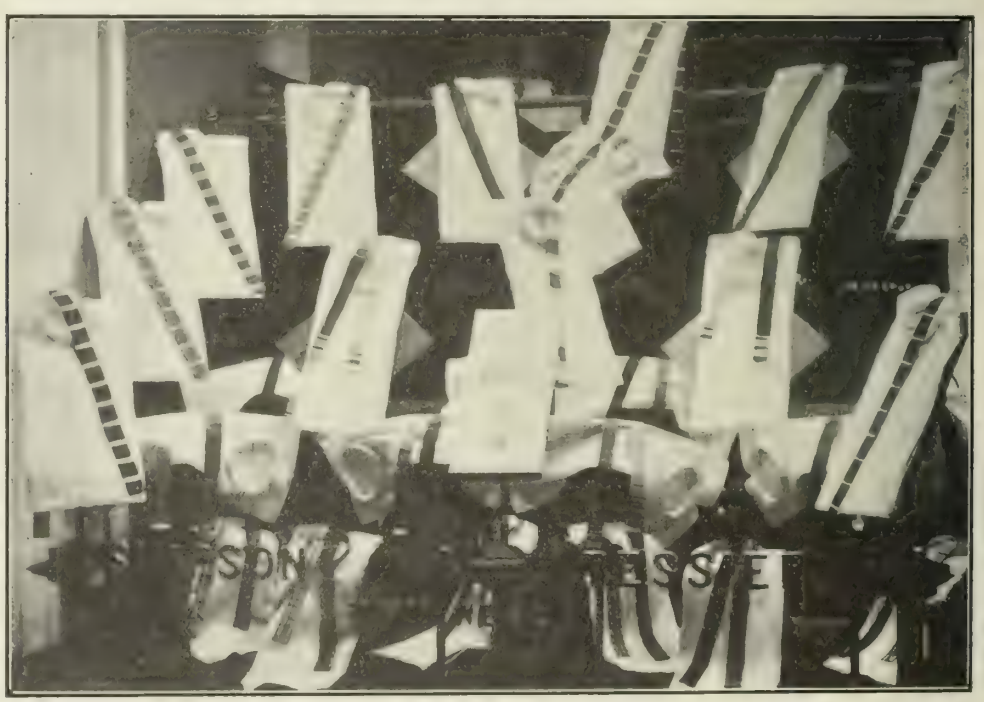
Another style of shirt is the short pleated bosomed shirt. Pleated bosoms have always taken well with the trade, so a good business in this line should be looked for. In the warm weather most men go without a vest, thus a long bosomed shirt is necessary for appearances. But as Fall comes on and the days grow cooler, vests are worn. With a vest, the short pleated bosom looks as well as the long, and it is more comfortable than the longer style.

It is to be noted that, as in many other lines of merchandise, Canadian-made shirts are meeting with a large demand. The quality of the material, and the workmanship are both of high quality.

There is a wide range of patterns and colorings for Spring. Blue is a leading color. Heliotrope and tan are also sure to be leading colors. There are indications that browns are to be very stylish next Spring for men's suits. Consequently there is every reason to believe that shirts in the tan shade will also be to the front. There is a very large range of shades and tints in the Spring samples. There is always a good demand for plain colorings. For Spring, indications point to a large trade in the plain pattern shirt. Stripes will be shown; for these are always more or less in demand at all seasons.

Mercerized materials will be strong. In this line, shirts will be made from zephyrs, pongees and madras. Percales and zephyrs will constitute the most popular lines.

Indications point to a large demand for soft French cuffs. There were many who did not wear them this year, that will next. During the hot weather they are adapted to business as well as outing wear.



Display of shirts and cross bar ties, arranged for quick selling by Simpson & Tessier, Montreal.

An Interesting Spot in Glove History

Several hundred jobbers, several thousand good retailers and more than a million consumers, have figured in the building of this, the country's BEST KNOWN glove plant.

These million (and more) consumers have learned to call for "ASBESTOL" gloves and mittens by NAME.

It may be the FINISH, it may be the WEARING QUALITIES, or the PRICE—but, whatever it is that sells them, they DO put life in dead glove departments.

Stock up with "ASBESTOL," Eisendrath's celebrated horse-hide gloves and mittens, this Fall, and you'll become one of the enthusiastic dealers. Any good jobber will supply you.

Write our "Advertising Department" for the Tom Thumb business builder series.

EISENDRATH GLOVE CO.
CHICAGO, ILL., U.S.A.

"FIELD CLUB"

Three Heights: No. 1 - 2 in.
No. 2 - 2¼ in.
No. 3 - 2½ in.

Corliss-Coon Hand Made Collars

Retain their distinctive style and accurate fit after *many* trips to the laundry

Canadian Selling Agents:
The Sword Neckwear Co., Ltd.
Toronto, Ont.

"FIELD CLUB" will help your sales.
$1.10 per dozen.

Corliss, Coon & Co.

Makers of "Better Collars"

NEW YORK CHICAGO ST. LOUIS BOSTON
BALTIMORE TROY, N.Y.

Remodeled Front for Store 25 Feet Wide

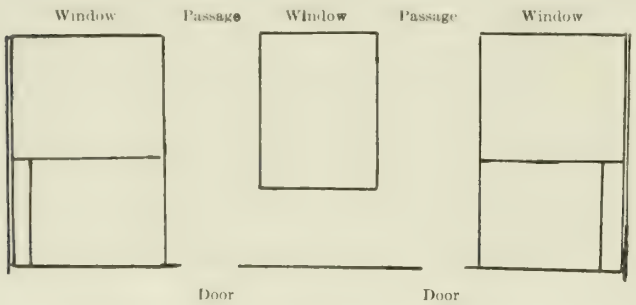
Some Good Suggestions Embodied in the Window Arrangements Adopted by Progressive Stores — Tendency to Increase the Display Area to as Great an Extent as the Store's Length Will Permit.

"Editor Dry Goods Review:—

WE are contemplating putting a new front in our store and would be glad to have any suggestions you may be able to offer us. We have a front of 25 feet, wall to wall, with about 110 feet depth and 14 ft. ceiling."

Herewith, designs of seven fronts are presented by way of suggestion to the merchant. These are fronts which, during the past few months, have come under the observation of The Review, and each of which seemed to be doing excellent service for their respective stores.

In some of the more modern type of windows, merchants who are having their front remodelled have often to decide to allow a greater depth for their front display equipment than the six or eight feet taken up by the old windows. Where the merchant is necessarily confined to a very narrow, but long



No. 1. The window arrangement of the Glasgow House, Vancouver.

building, he is frequently able to give his store four, six or eight times the display area that he might have had by adopting the regulation two-plate window. A scrutiny of the plans submitted here will show how this amplification is possible.

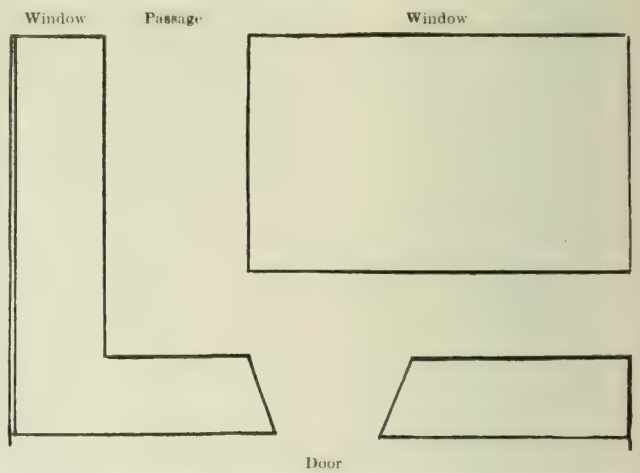
* * *

Take No. 1, the window plan adopted by the Glasgow House, Vancouver. Here are five large windows, two on each side of a central all-glass enclosure, surrounded by a fair width of passageway with two entrances to the store. Such an arrangement has shortened the depth of the store by about ten feet, but it is evident that the firm considers the advertising possible by the double arrangement of side windows as well worth while. A passageway at the back of the rear windows enables the trimmer to reach both very easily.

* * *

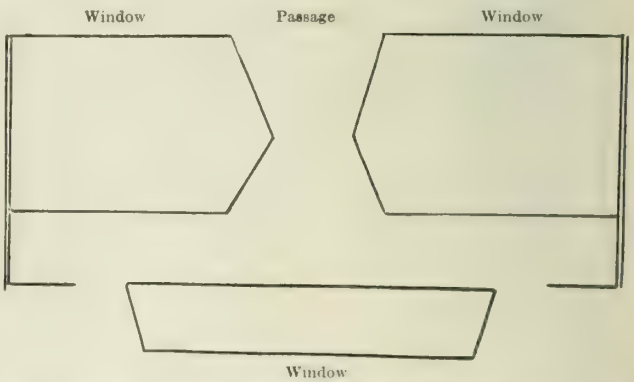
No. 2, the front of Thomas Barrie & Co., Peterborough, illustrates a unique solution of the problem created by a small store on a busy corner. By arranging a large window with glass on four sides and with more shallow windows flanking the passageway leading from both streets to the entrance. Such a window vastly increases the glass and display area, and gives the store a decidedly attractive appearance. This store specializes in furs and men's wear, and the arrangement of the windows facilitates very effective displays.

No. 3 is the window arrangement adopted by Fairweather's, Limited, Toronto. The store fronted by this window is probably not over twenty-five feet in width. Yet it has doubled its main display space by introducing a passageway in the rear so that goods shown may be seen from every angle, while the win-



No. 2. — The corner front of the Thos. Barrie Co., Peterboro' includes a passage from two streets, flanked with glass. Note the large glass enclosed area and the smaller side windows.

dow directly in the rear of the vestibule is used to excellent advantage for displays of ready-to-wear garments, furs or accessories. On either side of this window is an entrance to each section of the store. Where the store is not so divided, an entrance might be placed directly in the centre with a window on each side as in No. 4. A front such as that of Fair-



No. 3. - Front of Fairweathers, Limited, Toronto. Two glass enclosed areas with shallow window directly in rear of vestibule.

weather's, would cost in the neighborhood of $800. The glass would be the large item.

* * *

No. 4 is a design that was recently noted in a store in one of the border cities on the other side of the line. It is somewhat similar to that of the

EGERTON HATS

¶ Conceded to be the Best Made from the standpoint of Value and Style.

¶ Only Best Quality Fur Bodies and Skilled Workmanship enter in the manufacture of these Hats.

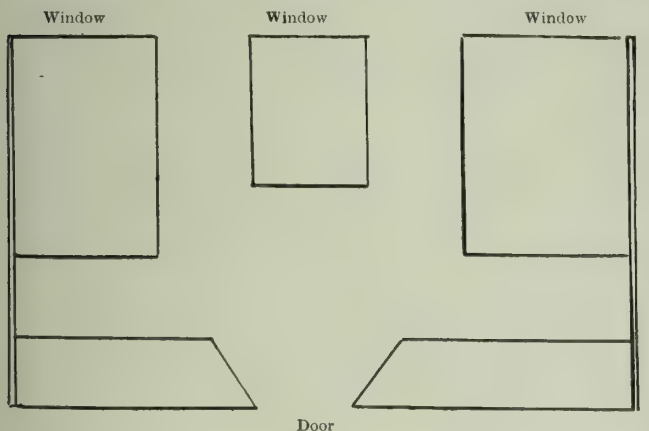
¶ Styles so comprehensive and distinctive as to satisfy every good taste and requirement.

¶ The Prices are such as appeal to all knowing buyers.

Boulter, Waugh & Co., Limited

MONTREAL AND WINNIPEG

Glasgow House, Vancouver, save that two extra windows are introduced, flanking the single doorway. It will be noted that where windows are doubled as in this case, a fairly wide passage or vestibule is ad-



No. 4.—A front which extends the plan adopted by the Glasgow House, Vancouver, by the addition of windows flanking the single doorway.

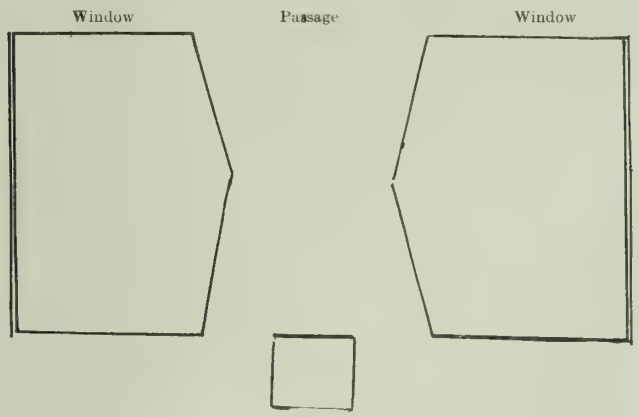
visable in order to admit of as much daylight as possible, and to avoid discomfort of people going and coming.

* * *

No. 5 is not an unusual window. In it the ordinary two-plate window is practically doubled, while dividing the entrance is an all-glass case or window. This type of window sometimes has a division in the centre, in the form of a large swing mirror or movable divider of mahogany, Circassian walnut, or other wood to match the general effect. It has a deep vestibule and lends itself admirably to effective displays.

* * *

The mirror divider is introduced in No. 6, a standard type of window. This mirror may be inserted in such a way that it will swing either way forming a background or confining some portion of the window for the purpose of enhancing the importance of some special unit display. The type of



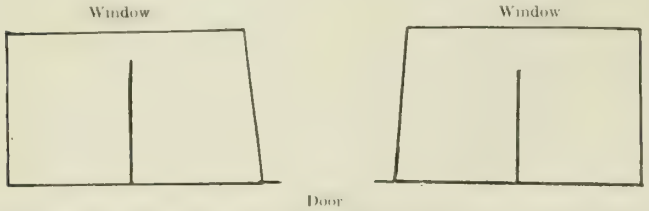
No. 5.—A window arrangement frequently used in narrow stores. Two large areas on either side of vestibule with glass case between the doors.

window here shown is, of course, best adopted to very large fronts. In many specialty stores this form of window is also narrowed down to about two feet in front and widens out towards the entrance which is necessarily set in a considerable distance. Such a window was installed in the ready-to-wear shop of

A. E. Rea & Co., Toronto, a few years ago, and a very satisfactory front it made for displays of high-class garments. It has since been used for many purposes, from displays of electric fixtures to knit goods and men's wear, but is about to be merged into the Simpson store's continuous front. Brilliantly lighted, such a front has a very striking appearance, but it is questioned whether it lends itself to the general displays which the merchant in the smaller centre sometimes finds necessary.

* * *

Design No. 7 illustrates the double arrangement of windows adopted by a store in one of the smaller

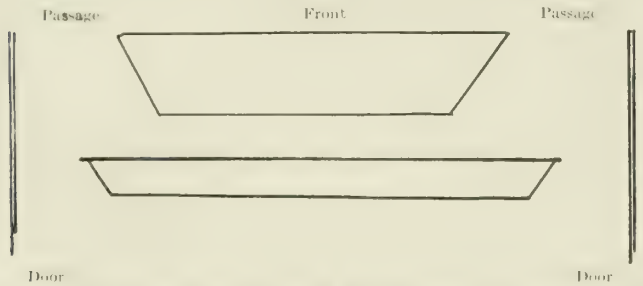


No. 6. A standard type of front with mirrors dividing each window.

Ontario cities. The first enclosure is entirely of glass, about six feet deep, and with fairly wide vestibule. This window sloped away as shown to admit of better light to a more shallow interior window running between each entrance, and about six feet in height, used to display smallwares and dress accessories. This window cost about $300, and was a good business bringer.

Some of these fronts might be found impracticable where the width is confined to 25 feet, but the majority represent the decision of merchants who have been confronted by the problem and who solved it in a satisfactory way.

Any change that the merchant makes in his front nowadays, generally includes a consideration of devices which provide for good ventilation and drainage. The vast majority of fronts installed to-day employ metal sash or frames, and these are most



No. 7. How a merchant in one of the smaller Ontario cities arranged his windows.

approved of by the insurance people. Metal sash are frequently finished with colonial or Corinthian columns. The joints in this form of construction are very neat and do away entirely with the unsightly wooden mounting which is so easily disfigured. There are many systems on the market for which perfect ventilation is claimed by the employment of non-dust apertures through which the water used by the window washer is also carried away. These sash, which are made in solid brass, copper, aluminum, bronze, oxidized copper, nickel, gunmetal, etc., are durable and sightly, and what is more, their good appearance can be retained with little care.

The New Hannan Store

Montreal Firm Have Strong Display Equipment in Modern Men's Wear Establishment --- Salary and Bonus to Salesmen

The proprietors of The Hannan Stores, 21 St. James street, Montreal, and who have been doing business for the past thirty-five years, have opened a second store on 128 Peel avenue. Their stock consists of an up-to-date line of men's furnishings. H. P. Brown is the manager.

The entire front is well lighted with large show windows on Peel street. These windows extend around on Cypress street.

The interior is finished with hardwood floors, has large mirrors on the walls, and one noticeable feature which attracts attention, is that all merchandise is kept in boxes.

Six silent salesmen are placed in a manner to catch the eye as soon as one enters the building. Along the back wall are rows of drawers which contain the assortment of gloves. Along this wall are also shelves enclosed with glass windows. These shelves act as silent salesmen in displaying many different lines of men's wear.

At present only the ground floor is in use, but there are two floors above, which can be utilized later on.

Salary and Bonus

Formerly, this building was nothing but a dilapidated shack, but after much planning on the part of Mr. Hannan, it was remodeled into a modern store which any firm might be proud to own.

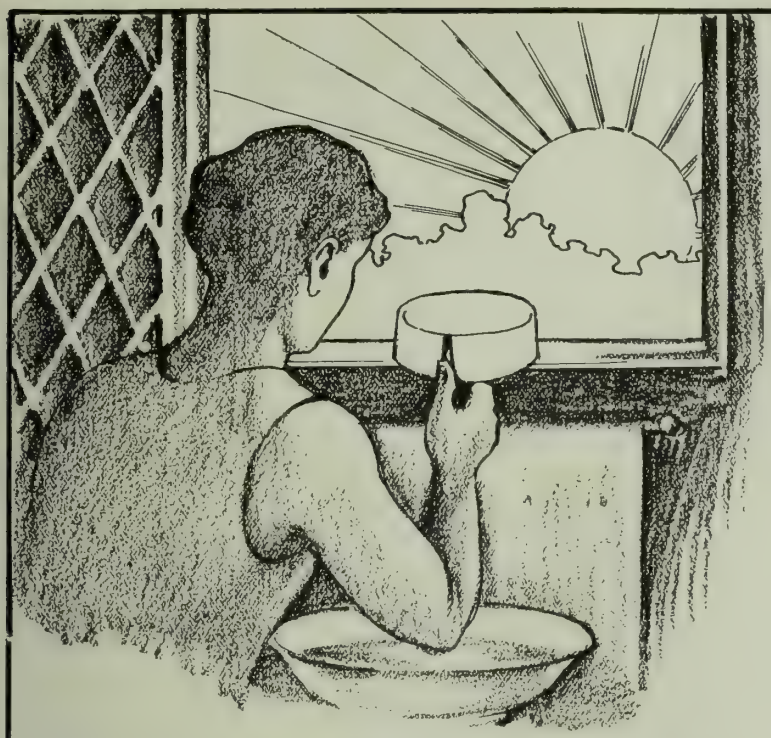
Thirty-five years ago, Mr. Hannan inaugurated the system of giving salary and bonus to his salesmen. In fact he was one of the first in Montreal to adopt this system. He thinks four per cent. on sales would be all right where the sales were large. He pays five per cent. on some occasions, but his general rule is to pay a salary and give a bonus of 1 per cent. to 2 per cent. on sales.

If an employee is given a salary only, he is liable to get a little careless sometimes, in regard to making sales. On the other hand, employees who work on commission wholly, are liable to let conditions around the store take care of themselves. They are too eager to grasp all customers who come in the store.

The salary and bonus system seems to be the right remedy. Employes feel that they are paid to keep the store and goods in good condition. They are also desirous of making as many sales as possible.

Mr. Hannan says it is very hard to obtain competent help. In some cases salesmen are apt to have habits which take considerable time and patience to remedy. They come highly recommended, but in most cases fall short of the mark of excellence. There is to-day a growing demand for men who know how. The man who can do things as they should be done, need never be idle.

A lottery is always popular. It helps when times are dull. In giving commissions to employes, the merchant causes or awakens a desire to sell more goods. It has about the same effect as a lottery.



New With The Sun

You can't go wrong in ordering a supply of these water-proofed linen collars. They create a demand where none exists and where they have been introduced they never lose ground.

The best feature of the

"CHALLENGE" COLLAR

is that it can be cleaned with a sponge and is good as new, yet has none of the bad features of the old style collar. No odor, no cracking.

ALL THE GOOD POINTS OF WASHABLE FABRICS.

The Arlington Co. of Canada, Limited

54-64 FRASER AVENUE, - - TORONTO

Stock carried by the following agents: Ontario---J. A. Chantler & Co., Toronto.
Eastern---Duncan Bell, Montreal. Western---R. J. Quigley, 212 Hammond Block, Winnipeg.

BOYS' CLOTHING WITH PEERLESS QUALITY

We are not smarter than everybody else making Boys' Clothing, only a little more wide-awake, and we believe that all you desire and all you require will be found in our samples for Spring, 1912, now in the hands of our representatives. Drop us a card if you are not on our list and make sure to have our man call on you.

We will both be gainers.

The Jackson Manufacturing Co.

CLINTON, ONTARIO.

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

When an employe is getting, say ten dollars per week salary, and no commissions, he or she as the case may be, sometimes thinks, "Well, I am getting ten dollars a week anyway. What's the use in exerting myself too much. I shall get the same at the end of the week." So when a fussy customer comes in she is neglected.

But this is not the case when a salary and commission are given. The employe thinks thus, "I am getting so much salary per day, and so much commission. Now, if I exert myself I may get so much more, apart, from my salary." In this instance no chances are lost in making sales. Instead of the clerk's sales being 40 per cent., they are always near the one hundred mark. This not only helps the employe, but has a lasting influence in promoting the store's business.

Customers are given better service. They are made to feel that an interest is taken in them when they enter the store. Instead of going away feeling that their patronage is not wanted, they go away pleased; and pleased customers is the foundation of success. Without these no store can exist.

Exclusive Lines

Mr. Hannan's stock, both in the St. James street and in the Peel street store, consists of exclusive lines of merchandise. Great care in taken in selecting the stock. Nothing but the best in all lines is stocked.

To help the sales along, Mr. Hannan has a very instructive pamphlet which deals with styles both formal and informal. This pamphlet is especially prepared for men who seek absolute reliable information on "What to wear" and "When to wear it." It is well illustrated, and gives much reliable information.

New Foot and Ankle Form

It Is of Glass and Color Effects May be Introduced to Conform With Displays.

One of the latest display fixtures on the market consists of a form made of glass which is inserted in the shoe and held in place by different size shoe trees. It can therefore be made to fit any shape as the form proper is adjusted and the trees are made to conform with the shoes displayed. The forms represent either the female or male foot and ankle shape and average about 10 inches in height. They are also fitted with metal stoppers either of nickel, brass or oxydized copper and a small hook so that it is possible to suspend them on any stand or window fixture. When placed in the shoe they accentuate all the fine points of shape, style and finish.

These patented shapes are hollow and made of plain glass. In order to have them more attractive or match the color of shoes being displayed and giving the effect of hosiery, all that is necessary is a colored liquid which is made of a dye solution poured into the receptacle. To match gold or white shoes, gold or silver paste is used on the inside of the glass. This is also suitable for evening shoes and dancing pumps.

Window trimmers in some stores have ordered these display forms and are planning their shoe windows for Fall openings. Every color desired can be shown and when one-color windows are made the effect is striking, especially when electric lights are properly reflected. Trimmers can show the whole range of colors with telling results. One of the windows seen was all tans in which dressed stairs of leather on pedestals made a pleasing setting for silver display forms fitted to different styles of tan footwear.

WINDOW ARRANGEMENT OF THE NEW HANNAN STORE, MONTREAL.

The back of the windows is finished in mahogany one-third of the way up, the remaining two-thirds are glass. There is an excellent chance for displaying the goods in unit trims. With this in view, the window space is divided into the required spaces. In the front there are fancy draperies which hang down part way. Woven in these curtains at regular intervals is the letter "H."

Since Coronation HIS MAJESTY GEORGE V. Wears a Monarch's Hat

instead of his Crown

All High-Class Trade Should Carry

The "Monarch Hat"

Registered Trade-Mark

THE MONARCH HAT TRADE MARK

SOLE AGENTS FOR CANADA

L. Gnaedinger, Son & Company
Montreal

DEACON SHIRTS

Outing and Working Shirts
for Men and Boys

Our salesmen are now on the road with samples for Spring 1912.

We are exhibiting the largest and most complete lines we have ever shown.

Our range includes Soisettes, Pongees, Plain and Fancy Silks, Silk Stripes and all the newest weaves, with collars separate or reversible.

The Deacon Shirt Co. **Belleville, ONTARIO**

Novelties for Christmas

Tie, Collar and Comb and Brush Cases in Plain and Fancy Silks and Poplins — Ladies' Neck Scarfs and Opera Bags for the Men's Wear Store During Holiday Season.

NOVELTIES suitable for Christmas favors in men's wear stores are now making their appearance on the market. Properly advertised and displayed it would seem that these are lines which should materially help business during the holiday season. Such articles as tie cases, collar bags and brush and comb receptacles are always sought for during the holiday season. This year a large neckwear house has produced a variety of these gift suggestions in plain and fancy silks and poplins for the men's wear trade, and has thereby creating an opportunity for the live merchant.

The tie case is a wallet-shaped article, fastened in the centre with a silk cord and opening at the

Men's comb and brush bag, tie case and collar case, made in plain and fancy silks and poplins. Shown by Sword Neckwear Co., Toronto.

sides and ends. Several ties may be carried in a case of this kind and either for traveling bag or chiffoniere is a very neat and handy neckwear container.

The collar bag is circular in shape with stiff collar and sides, and draw string at the top. The brush and comb bag is of flat square shape drawn in at the top by siken cord.

All of these articles are silk lined and made in sets to match. They retail at from 50 cents to $1.50 each.

Dealers in men's furnishings may also find it worth while to handle a fair assortment of ladies' neck-wraps and opera bags, for it is well known that these very desirable articles are much sought after as gifts at Christmas time, and men appreciate it when they find they can make selections in the store where they purchase their own neckwear and accessories.

Holiday Neckwear Novelties

Oriental Patterns in Great Assortment and Very Rich Colorings — Bias and Crossbar Stripes — The Veiled Tie

There is no doubt that, while bright colors will have a prominent position in men's neckwear during the holiday season, enquiry also shows that haberdashers intend paying very considerable attention to the quieter effects, both in striped and figured lines. For example, many very neat things are showing in plain silk grenadines which will undoubtedly meet with direct favor, and in the stripe class, the weaves which have been produced in imitation of the daintier knitted neckwear have been taking exceptionally well. There is some showing also of plain grounds with small patterns.

Smart city windows have, during the past week, been emphasizing Roman stripes and all colorings of that order both in bias and crossbar patterns. There is no doubt that bright colors are effective as grounds in these designs, and hence it is that reds are coming to the fore. One window contained a display in which reds, combined with the well-known green, black, white, purple, gold and crimson bars and stripings were featured.

Oriental patterns will likely play an important part in the holiday selling. Many charteristically Eastern designs are included in the ranges selected by manufacturers as the basis for their year-end business, and in many of these the colorings are decidedly striking when seen in the piece, and very effective when made up. These lines, it must be remembered, are not loud or obtrusive, but have their distinctive merit in the soft, rich color blendings which render them a safe article for almost any taste. One of the most prominent designs is a flame effect on a harmonizing ground, yet in the finished article it lends itself to a delicate treatment which only the maker of neckwear would foresee.

Among the novelties that are making their appearance for evening wear is a veiled bow tie of black silk grenadine covering white satin. The under fabric does not reveal itself too conspicuously, but rather suggests a tiny dot on a black ground. The effect is novel and commends itself to the neat dresser. The same idea is being introduced in colors and will be applied to derbies.

The Drummond Shirt Co., of Drummondville, Que., have been incorporated with capital of $150,000 to manufacture shirts, collars, haberdashers' supplies, and men's, women's and children's clothing. The incorporators are J. C. Gouldthorpe, M. Tetrau, Montreal; L. Baron and A. Baron, of Drummondville.

KANT KRACK

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

THE GENUINE

is stamped with this trade-mark—you can't mistake it. Accept no substitute, for others do not have the following features. Patent flexible lip that receives the strain in front and makes the fit perfect. It has a patented slit in the back which prevents the annoying pressure on the neck from the back button.

LINEN-COATED FABRIC

There is more solid satisfaction with KANT KRACK collars than with any other. Made only by

THE
Parsons & Parsons
CANADIAN CO.
Hamilton :: Ontario

GOOD COAT LININGS

ARE ESSENTIAL
IF YOU WISH TO PLEASE YOUR CUSTOMERS

THE BEST ITALIAN LININGS BEAR THE

KIRK

STAMP AS BELOW:

BDA
KIRK'S PERMANENT FINISH

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

(1) The Original
'Permanent Finish.'
(2) **'Velper'** (*Reg.*)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.
39, Well Street :: BRADFORD

Moderate Shapes to Prevail

Broad Assortment in Stiff and Soft Felt Hats for Spring — Some Novel Style Ideas — Prospects of an Excellent Season

Sample Spring hats and caps are now ready for the selection of individual buyers. Ranges cover a broad assortment of stiff and soft hats, telescopes, novelty and patented caps, as well as several style ideas which are entirely new in different lines. Colors will be in staple shades, with few exceptions. Domestic-made numbers are finding a broad market, and buyers are recognizing more fully the advantage of being closer to manufacturers, who are in a position to study selling needs through practical experience with market demands.

Advance orders are expected to be taken in increased quantities and some earlier reports, from the west especially, show this result. Blacks and safer colors are being placed in advance, and at present there is no likelihood of any newer blocks or unlooked-for changes. Manufacturers state that they have contracted for their season's supplies, felts and wool mixtures, tweeds and worsteds, fully a year in advance. Styles are practically assured and buyers can safely make their selections to some extent anticipating future requirements.

Neckwear trim with background of olive green velour gathered up with bunches of white chrysanthemums. Ties were shown on gilded lattice stands. By Warren Andrews, with Anderson Co., St. Thomas.

Moderate Rims in Derbies.

In stiff hats there is a decided tendency for wider brims than heretofore shown, but manufacturers and travelers are counting on moderate or narrow rim styles for popular sale. They will advise their accounts to this effect. Several import blocks are featured in extreme dimensions, but for Canadian trade merchants are expected to adhere to safer styles as more suitable for their output. Orders, no doubt, will include some novelties to tone up stock and direct a style trend, but for satisfactory sales conservative estimates place more moderate blocks in first position. Black and the staple colors are always safe.

Soft felts will be good, with telescopes leading. Colors include browns, soft tans and fawns, champagne and the different shades of greys, with black in fair demand. Some rougher felts are to be asked for, and late season conditions would warrant that the strong tendency of this season will be inevidence and influence buyers making selections.

Many of this Fall season's styles in wool mixtures have had a ready sale, both here and elsewhere, and it will be an important question for merchants themselves to decide the demand likely to accrue in their localities for the coming Spring.

Promising Novelties.

Caps are expected to sell, both in tweeds, worsteds and wool mixtures, and from the present outlook tweeds are going to be sellers and command first place. It is asserted that this will apply for Fall sorting, as well as for next Spring. In novelty caps are two new styles, which will appeal at once. One is made in a good choice cloth, and is extremely promising. It is unlined, inside tape-bound seams, with square peak effect.

Another new novelty in a patented cap is made in one piece from any of the numerous materials, and especially felts. Some striking instances of the early success of this new cap are to hand. In western towns new accounts were opened and merchants placed orders at once. Eastern buyers will take it at sight, as it meets a demand in this field.

Sellers in Caps.

Tweeds and worsteds are very similar in shades and patterns, although more pronounced designs are shown in worsted cloths. Neat, inconspicuous patterns, line stripes, checks and quiet effects cover the range of tweeds. These are booked as sellers. Browns, soft tans, a good showing of greys in these materials, and fawn in new cloths of serge effect are included. Designs shown are but the manufacturers' interpretations of the prevailing cloths for Spring, as seen in import samples now showing, and will match selections of these fabrics cut up by tailors and clothing houses.

"THERE'S NOTHING BETTER THAN Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

WET or FINE RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof

Reg.d Trade Mark "Cravenette" PROOFED BY THE Cravenette Co Ltd

Facsimile of stamp on back of Genuine oods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses

Homespuns are well represented. Plain shades and some attractive patterns for next season's wear are made from this satisfactory cloth. Light grey is always a leader, and buyers will be shown pleasing swatches or books of plain shades and patterns of fairly pronounced design.

Good Spring Outlook.

Early Fall placing from a manufacturer's standpoint was unsatisfactory and resulted in a condition which cannot be maintained to benefit merchants in general. While early business was not up to expectations, sorting orders find merchants anxious to secure goods and depending on manufacturers to carry stocks. This is a vexed question from both sides.

Although uncertain reports influence merchants and the tendency is toward later placing year after year from fear of later style influences, it seems unfair that manufacturers have to protect merchants anticipating a good sorting season. First reports from merchants already called on would suggest a better tendency in this regard, and a willingness to anticipate somewhat and place at least staple numbers. There is every reason to believe that business will be first-class for next Spring season and it is expected earlier buying than usual will be the rule as compared with last year's placing. Quite a buoyant market condition is evident.

Are Dealers Well Informed?

In presenting Spring samples an interesting feature is noted and cited by way of illustrating the attitude among many Canadian buyers. It may be a case of sentiment, lack of information, and confidence, or in rare cases (it is hoped) of other kinds of confidences, but the figures maintain.

The style of hat referred to is an active seller in many stores and costs buyers $21 wholesale. Allowing manufacturers 10 per cent. for travelers' and placing expenses, 10 per cent. for overhead charges, and merchants' 5 per cent. discount, this hat is sold to hatters for $15.75, which is an unique attraction and worthy of any buyer's consideration.

For some of these previous reasons, buyers have in many instances refused to select on the merits of lines shown or decide in favor of styles, which are manufactured as they require them, and where repeats are possible. Some of the largest stores in Canada have found this advantage, and it is suggested that it is in the interests of Canadian buyers to consider this phase of the hat and cap placing for Spring, 1912.

From present indications, it is questioned if Spring orders on domestic lines of men's silk socks can be accepted after September. The sale of improved half-hose in all silk qualities has been beyond expectations and jobbers are anticipating a shortage or late delivery. This is an actual condition, and it is doubtful if sufficient silk can be procured to cope with demands. The success of these silk lines from their first appearance on the market was assured, and while large orders were prepared for, in a measure it is beyond the capacity of machines to guarantee prompt deliveries on orders after that date.

Clothing for the Boys

Greys and Blues Will be the Predominating Colors With Some Showing of Browns --- The Bloomer Leads --- Plain, Dignified, yet Very Smart Effects in Tweeds

THE styles in boys' clothing which are finding favor for the early Fall and Winter season are being taken as the basis of the new lines now being turned out for Spring, 1912. These will make their appearance in a few weeks. From what has already been made known it is safe to say that, for the older boys, the more dignified lines will be followed. The bloomer has certainly obtained a lead over the straight knickers as being a more appropriate garment for boys' wear.

The present season will see a very strong run in greys and blues, and an outfit consisting of bloomer trousers, a Norfolk jacket, two or three-button sacque or double-breasted coat, has a smartness about it that appeals. Tweeds are preferred to worsteds for boys' wear, as they suggest that brightness and vivacity, which is an essential element in successful retailing, and also tends to greater satisfaction for the wearer. While there is a slight showing of browns and tans in the new lines, they are not being very extensively taken, as not having the same permanence of tone which has won favor for greys and blues. There are, however, some very smart browns shown, and they will undoubtedly be favorably considered in connection with the same vogue in men's wear.

The trade has gone extensively into college ulsters with convertible collar, for the boys' department. These come in the soft, warmth-retaining fabrics which have come into strong favor with the demand for garments of this kind, and they are certainly well adapted to the Canadian climate. Reefers in napped materials, with velvet or storm collars, will also meet with a steady enquiry where boys' lines are properly handled.

Handling Novel Style Features

While there are many good staple styles in the market for little men's wear, such as Busters, Norfolks and sailors, it often pays the merchant to try out some of the more novel touches which, he knows by close observation, should be acceptable to his customers. The head of a boys' department who has given considerable attention to this feature, tells The Review that as the result of a little study he has been enabled to handle some of the "different" styles in boys' clothing, which the manufacturers encourage him to test. It helped him to get away from sameness in his ranges and by knowing just what was acceptable to his customers, he invariably came out on the safe side.

Holds Their Attention

The same merchant has adopted a plan which has always directed interest to the boys' department. He keeps a register in which is entered the name, address, age and birth date of every boy for whom a purchase is made, or who is old enough to make his own selections. Each day this register is referred to and to every boy whose name is entered under the date an appropriate memento is sent, accompanied by a card wishing him many happy returns. This plan has been instrumental in gaining the attention of the children, season after season, and is found to be well worth the little extra work and expense that it entails.

Buyers are giving some attention to combination spring needle underwear.

Early orders are fair but have not developed any unusual situation. For late Fall season buying, new closed crotch combinations just placed before merchants are taking well. Comfort evident to the wearer is responsible for this to a great extent.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED

73 King St. East, - - Toronto

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers

SELLING AGENTS FOR "AERTEX"

Cellular Underwear and Shirts

Young & Rochester

Shirts, Neckwear, Dressing Gowns, etc.

Tress & Co.

High-Class Hats, Caps and Straws

T. H. Downing & Co.

LEICESTER

Hosiery, Underwear, Knitted Coats, etc
Specialties—"Alpha," "Superla"
"Sparkenhoe," "Half Hose."

Cohen & Wilks

"Aquatite" Yarnproof and Rubberproof Garments for Ladies and Men

If our travellers have not called on you, write us.

Success
MADE IN CANADA
COLLAR TALKS
(ABOUT WEARING QUALITY)
Any collar which does not wear well is expensive.
Success collars wear well because they are well made. This means that the collars are correct as to size, and all exact.
There is no strain or forcing Success collars into shape—(this is what tears and wears collars out.) The greatest wear of all comes on the buttonholes.
The buttonholes on Success collars are like the buttonholes on a coat—eyelet shape—with stout cord round the hole. This "eyelet" will not tear nor give at all.
These are the *reasons why* Success collars wear longer than others.
The Canadian Converters' Co. Limited
Montreal

TOOKE
SHIRTS
TOOKE Travellers are now showing the finest line of Spring and Summer Shirts from which the Trade in Canada has ever had the opportunity of making selections.
Our Spring line is particularly strong in the soft cuff shirts for which it was so difficult to fill the demand this season. We are showing them in fine Botanys—Botanys with Silk stripes—Silk and Wool Taffetas. These are the right goods for this type of shirt.
In Boys' and Youths' Shirts, too, and in high-grade Pyjamas, our Spring line is greatly extended.

TOOKE SHIRTS

"TOKENO," our genuine English Zephyr introduced last year, has made good, so our Spring range is stronger than ever.

Our Buyer spent weeks this summer at the best English and Scotch mills, arranging for new and most attractive designs to be controlled by us exclusively in Canada. This, with the well-known superiority of TOOKE tailoring, and the hand laundering which we are now introducing in the better grades, gives the TOOKE line an individuality which is a distinct advantage to the dealer. Order now while the selection is best.

Not what to buy, but what will SELL

should have your consideration. In collars for the approaching Fall and Winter, there will be a heavy demand for the

W.G.&R.

"Derby" (1¾ inches) **Made in quarter sizes, 13 to 18**

"Devon" (2 inches) **$1.10 a dozen**

The new slip-on buttonhole abolishes the difficulty men have had with stiff collars hitherto. The flare at back makes it possible for the tie to slide easy. The air of distinction commends the Derby to careful dressers and its easy "set" makes it genuinely comfortable.

These Advantages

and the advertising by which we are making them known to men, will create a demand which you—as a progressive merchant—will turn to your profit.

Order a supply and notice how your customers will appreciate the line.

The Williams, Greene & Rome Co., Ltd.

Berlin, - Ontario.

Factories at BERLIN and HANOVER, ONTARIO

What of Tweeds for Spring

Relative Selling Position of Worsteds and Tweeds --- New Patterns Shown to Trade --- Browns and Tans Novelty Colors and Grays Staple --- New Designs Noted

Special import samples of men's suiting for Spring, 1912, are being prepared, and travelers are now starting out for placing orders. Samples cover a particularly wide range and include also stock lines which are selected by different buyers according to their individual requirements in anticipating next season's business.

Travelers will be met with the query: What do you think of tweeds for Spring, 1912?

Many important decisions hinge on this tendency. Tweeds are undoubtedly selling, and there is every reason to expect an increase for next season.

While the turnover on tweeds as a whole has been disappointing, and the increase small in comparison with the talk, there is a decided feeling that they will show an increase in next season's selling in excess of what this year's results would apparently justify. They will, therefore, neccesarily be much more a factor for consideration in placing orders.

Tweeds in Increasing Demand.

One buyer states conclusively that tweeds will have sufficiently increased demand by Spring to place them in first position, and gives present inquiries as a basis for this opinion, beside style conditions noted on his buying trip, and at the Ascot races.

Another buyer says that the bulk of the business will be done on worsteds, and that there is no doubt of this. However, if there is as much proportionate increase in the demand for tweeds, as in the last three seasons they will take a favorable position in next season's sales.

Tendency Favors Quieter Goods.

Following up last season, which was one of pronounced colorings, this year's samples show strong tendencies to quieter goods in neat, inconspicuous patterns. In tweeds, patterns are inclined to be small. Narrow stripes are more noticeable than any other style of design.

Mixture Blue Shades.

Among the novelties there is an inclination to introduce a mixture blue shade and quite apparent in samples being prepared now is this new color, which is found in books of tweeds, worsteds and homespuns. It is just possible there will be a fair sale. Several new patterns with gray and blue ground mixtures were seen in plain and stripe designs and cheviot-finished worsted. Buyers will select enough to give tone or add novelty.

Browns the Novelty, Grays to Show.

Browns and soft tans are well represented and several natty as well as unusual combiations in patterns included. However, it is stated that more money will be made on grays and eventually it will be found that this shade will figure first in adding to season's profits.

Worsteds, like tweeds, run in small effects, and tans and browns are very strong (really light browns to be more correct) and there are certainly some neat and pretty patterns. Stripes are not as prevalent as in the tweed assortment. Blues with white or colored pencil stripes are shown stronger and in greater varieties than ever. Grays in light shades with pencil stripes of white and in some cases a little color worked in on the stripe are given considerable representation. Pick-and-pick gray worsteds, which have been so popular and given such satisfaction, are shown in greatly increased ranges for the coming season.

Shepherd checks are a coming feature, and in accordance with the style trend of to-day. By this is meant darker colors, darker grays. Demand will be evident to a large extent by the time actual sales are being made over the counter. This is a seasonable forecast.

People wear blues because they are serviceable, and different weights in worsted serges as well as usual and standard numbers will be bought early. Cheviots are growing in favor and high-class tailors are going in more and more for Cheviot finishes. In this connection general trade is averse to acccepting them as correct, but soft-finished Cheviots in blue will be preferred for dressy wear, and should be represented in selections made.

Dark blues are staple and fully 90 per cent. of the business done on blues in some wholesales are dark shades, as merchants find them easier to handle. As an early forecast, however, it would seem that with lighter blues in pencil stripes and in some, color added with blue-gray shades in neat designs, this percentage will be lessened for next Spring and orders will possibly show this.

There should be a good sale to meet on black and dark gray Cheviots for morning coats, as at several style events in Europe nearly every man was dressed with braid-trimmed cut-away frock, striped trousers and silk topper, with personal preference in ties, gloves and accessories in keeping with prevailing modes. The most direct result of this style trend will be found in high-class emporiums.

Spring Overcoatings.

Spring overcoatings in gray Cheviots will be as much in vogue as ever, as they are practically alone in the field for early Spring wear.

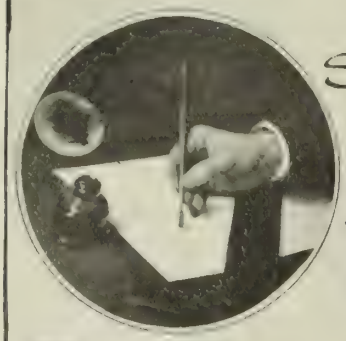
For later and outing wear, homespuns will come more to the front than ever. During the present summer it was noticeable that numbers of men were wearing homespuns for business and street as well as resort wear. This is in accord with demand for suitable summer attire and homespun makes a proper suit for the mid-summer season. For next season one wholesale house has made particular preparation for the demand for homespun. Their range for Spring, 1912, includes plain shades and newer patterns that appeal for Summer attire, being advanced even from the style standpoint. Homespuns are practical, easily cleaned or pressed and most of all are cool, which is, perhaps, their most pleasing attribute for late season wear. Buyers are advised of this trend.

The Price Situation.

At present there is nothing to arouse any fear of a rising or lowering market, and it is expected early prices quoted will prevail throughout the season. Early indications show nothing to alter prices up or down, excepting that Old Country manufacturers are busy and will hold prices firm. Canadian mills have had trouble in meeting the demand on account of the lack of experienced weavers, and at present it is hard to keep up with orders.

Plate No. 5 - Single & Single & Double Stroke Block

~ Numerals ~



Single Stroke

Single & Double Stroke

©J.S.E. Engravers

Lesson 5--Complete Course in Cardwriting

Illustrating the Numerals Used With the Two Foregoing Alphabets, Showing the Various Strokes Practised in Forming Each Figure

(By J. C. Edwards. Copyright, Canada, 1911.)

THE numerals are almost as important as the letters themselves, and in many cases they are even more so. Good price tickets form a strong link in the chain of direct advertising. Where a card bearing only a few words referring to the goods may command attention, yet it tells only half the story and does not suggest a good reason for buying from the price standpoint.

The accompanying plate shows the single stroke block and the single and double stroke block numerals. The former are made as the single stroke block letters, with a series of single brush strokes, as indicated by the small figures and arrow.

The single and double stroke numerals are formed with single and double strokes, the same as the letters of the same name and are used when prices are necessarily large and in need of prominence.

Pronounced Price Tickets.

The single stroke numerals make very pronounced price tickets, and are quite speedily executed. They can be made of double thickness where a large figure is necessary and rival in popularity the single and double stroke.

The complete combination is shown in the show card which is illustrated here. The single stroke lettering and price are used for the inscription of lesser importance, while the stronger line and price are made prominent by the single and double stroke style. It will also be noticed that in this card the important words are made with capital letters, and that in the minor phrase, "our regular price," the lower case or small lettering is brought into use.

Strokes the Same.

In the single stroke numerals the student will find that the strokes are practically the same as found in the lettering. 1 and 4 are the only two formed of straight lines exclusively; 2, 3, 5 and 7 combine the curves and straight lines, the curves ranging from the slightly curved lower portion of the 7 to the almost full oval of the 5.

One stroke is sufficient for the 1; 3 strokes are required to form the 2, commencing with a slight curve as indicated by stroke and arrow 1, then No. 2 stroke, which is joined by a straight bottom stroke, completing the letter as shown.

The 3 is often a difficult figure to make, but if the strokes, as shown, are practised and combined in the order indicated, the 3 will be as well formed and easily executed as any other.

Note.—The third or centre stroke of the 3 may be straight as shown in the large figure or curved as is seen in the small shaded index figure, preceding the strokes. The 4 is composed of three strokes only, the first being a 1, is made within a quarter of an inch of the extreme right hand side of the space, No. 2 crosses it about the same distance from the bottom, the two determining the height and width of the figure. No. 3 stroke joins the two, thus completing it.

A Common Mistake.

The first mistake the amateur cardwriter makes in making a 5, without proper instruction, is to form the lower portion first, getting it too large, not allowing room at the top for the horizontal stroke. If the strokes are followed as shown in the plate, this trouble will be avoided.

The figures 6 and 9 also give a similar trouble if care is not taken, but a close study of the strokes will put the student right. The 8 will bother the beginner more than any other, but is simple enough when he considers that it is practically composed of

two Os, the top one slightly smaller than the bottom with the centre stroke joining the two together in such a way that they are made into one figure.

Note the order in which the strokes are made, also that the last or 4th stroke serves three purposes, viz: the completing of the top circle, the completing of the lower circle, and the looping of the two together. Care must be taken in making figures, as with lettering, to see that they do not lean either to one side or the other.

This style of figure does not lend itself to the slant style with very much grace. It is a straight up-and-down letter absolutely, but can be made either normal, elongated or condensed, the normal being formed in a space the width of which is the same as the height, the elongated or extended is wider than it is high, and the condensed is higher than it is wide.

Concluded on Page 157.

Attractive Window Units

Use of Furniture in Displaying Men's Furnishings — An Effective Stand for Clothing

(By Paul O'Neal.)

We illustrate a very unique and attractive bit of window display for men's furnishings. A neat oak dressing table may be placed centrally or at the side of window, which may be determined by the space at your disposal. This piece of furniture is suggestive of dressiness. Two stands on the table of unequal height hold two shirts, in the bands of which ties are carelessly draped. Lying somewhat indifferently on the table is another shirt, while at the other end is a box of collars with the lid off and collars turned on edge. One or two ties drape from the inside of this box and several others lie loosely about the table. On the shelf below lie a shirt and another box of collars. Ties are also laid about in an effective manner. This arrangement is strikingly pretty and quite artistic, lacking in fussiness, stiffness, jumble or crowding, and with a few attractive price cards should sell goods.

Shows Each Piece to Advantage.

For a clothing window the other illustration, which may not be new to some, is certainly very effective and easy to arrange. At the left we illustrate the stand used. This may be made of any kind of rough material, as none of it shows except the curtain pole ball in the end of the horizontal piece. First the coat is hung on a hook, which should be just high enough to allow the garment to fall onto the floor about 3 or 4 inches. The trousers are next thrown over the top bar, with the front or crease of one leg turned outward. The vest is next folded very narrow and thrown over the top of the coat. The advantage of this arrangement is that it shows each piece in an effective position, full side of coat,

An effective unit trim in the Men's Wear window of the T. Eaton Co., Toronto, showing use of table for furnishings.

side and front of vest and front of trouser leg. As many pieces as space will accommodate may be placed in one window, but avoid crowding.

A unique window treatment for men's furnishings, clothing or boots and shoes. See article for details.

Oak Bark for Windows

As a Background, it May be Used for Fall Displays of Men's Clothing and Furnishings

Here is an exclusive Fall window background used in connection with shoes, but with a little adjustment of stands it would serve as well for almost any other line of merchandise. The illustration shows a new background material—oak bark paper. This is used to frame a scenic panel all the way across the centre of the windows. A sawed log effect is the idea brought out in this framework, which is produced with boards 7 inches wide, on which are set quarter-round pieces at intervals, with carpet paper curled over this and the oak bark pasted on top. The scenic panel is a wallpaper border showing a forest scene in Autumn colors in perfect keeping with the bark.

A touch of nature is added in the masses of adiantum and trailing ivy vines attached to the corners and to the panel in the centre. A decided novelty is the covering of all fixtures, pedestals and display boards with oak bark to match the framework in the background. This suggests making use of some of the old metal and wood fixtures which, on account of the lack of finish may have been thrown in the discard. By using a mailing tube to cover the upright and covering this with oak bark, leaving a flare at the base to extend to the floor, and covering the slabs at the top, a new lot of novel fixtures and appropriate as shown in the display, is the result. For a large window two sections of this design side by side would be fitting.

Complete Course in Card Writing

(Concluded from Page 155.)

The single and double brush stroke block figures are made with practically the same strokes as the other style, with the added double strokes as shown, giving the figure a heavier appearance.

Always remember that when cents follow dollars, as in the card shown, a period should be placed after the dollars under the first figure of the cents, or when the cents are made the same size as the dollars, the period should be between the two. Always use the dollar mark before dollars, and when the card shows a price below a dollar, the cent mark should invariably follow. It makes the card stronger to follow this rule.

The shading in these figures will easily be understood, as each style practically repeats that shown in their respective lettering plates in previous lessons. Use the red sable flat brush in albata. A number 7 is the most useful and was used in the execution of the accompanying work. Note the methods of holding the brush.

THE OUTFIT FOR A BEGINNER.

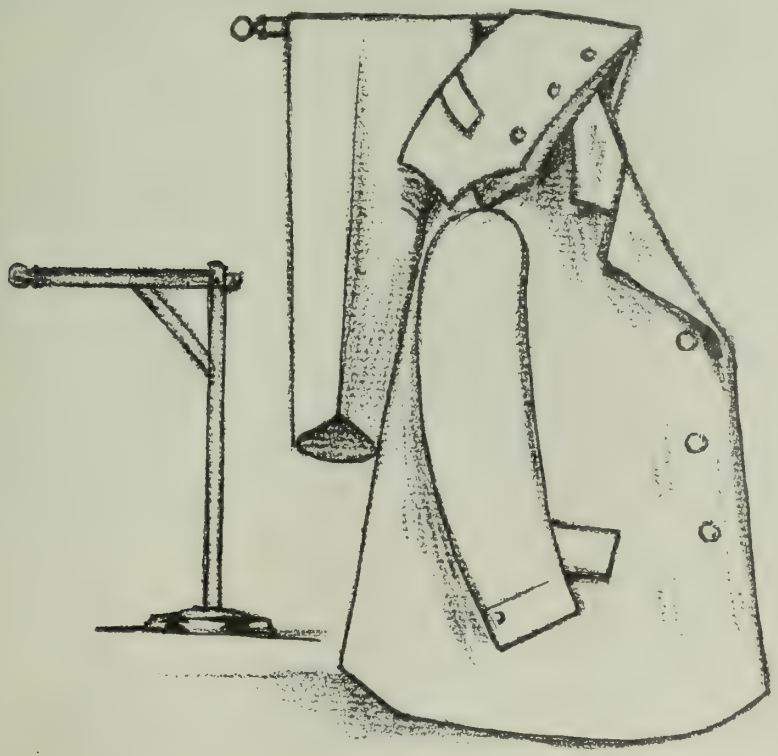
One brush, as suggested above, one T square (2 feet) and a bottle of letterine in black. Always rub the brush out flat on a piece of cardboard before writing, and often during writing. Wash the brush well in water after you are through, and gently draw it out to a chisel point before laying it away to dry.

Further information re brushes, outfit, etc., by writing the author, J. C. Edwards, c|o MacLean Publishing Co., or Dry Goods Review, 143 University Ave., Toronto.

Waterproof Coats

Automobiling being on the increase, the sales of windproof as well as rainproof coats has greatly improved. Silk rubberized on both sides is the latest material for the better class goods. Scotch tweed effects are very popular for Fall. There is also good prospects for a good trade in this line for Spring. The three-quarter coat made about forty-five inches in length is very popular.

Although the Raglan sleeve is not very popular now, there are strong probabilities that this syle will meet with a demand later on in the season.



A simple but striking unit arrangement of Men's Clothing. Garments may be so arranged as to show style and fabric features to advantage. Stand illustrated at side.

Buyers' Guide

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

HOW I HANDLE CLOTHING.

By C. W. Friedley.

I have been handling clothing more or less in general stores for some twenty-five years and have always felt it was a mistake to lay it down on tables. I have been handling clothing and gents' furnishings exclucluely the past five years and have thought of the closed cabinet and showcase a great deal, but being a merchant who had to figure the expense side, have felt I could not afford either. But when I saw the steel clothing rack advertised I concluded I would do away with tables, and after quite a little thought put in seven eight-foot double racks from the Taylor Mfg. Co., of Princeton, Ind. I am very well pleased with them and find they make your clothing stock look much larger and will help to keep you from overbuying. You can arrange according to price or size with tickets on the sleeve, so that you need not take them down to find the size and price.

I have hangers that hold the whole suit and it saves the worth of the racks in a little while in keeping the suits all on hangers so that you do not have any mismates or loss of time in hunting for lost garments. Then you do not have so much pressing to do.

• • •

THE KEN KNIT COMPANY.

K. Harvey and W. Barrowclough, who occupied the positions of manager and secretary-treasurer, respectively, of the Oxford Knitting Co., Limited, Woodstock, Ont., have severed their connection with the above company and have formed a new company in Woodstock, under the title of the "Ken Knit Company."

The above gentlemen commenced business 5 years ago, and were the pioneers of the "Oxford" underwear which has attained such a high standard of excellence in the Canadian trade.

L. BAUMAN & CO.

The largest Importers and Manufacturers of Artificial Flowers, Vines, Sprays, Palms, Bouquets, and Window and Interior Decorations.

359 W. Chicago Ave., CHICAGO, ILL.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
38 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT WANTED to sell all wool blankets and tweeds, on commission, in Newfoundland, New Brunswick and Nova Scotia. Skeldon Mills, Ayrshire, Scotland.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

WANTED—An agency for a well advertised brand of clothing in ready-made and made-to-measure. Address The Castor Clothing Co., P.O. Box 69, Castor, Alta.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40 000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

FOR SALE—Department store in good Alberta town. Stock $25,000; yearly turnover $100,000. Address, Box 1226, Calgary.

PARTNER WANTED.

FOR JUNIOR PARTNER—Young man, Protestant, with about $2,000, to extend established departmental store business in growing suburb of Montreal. Good chance to eventually own the business Address "Partner," DRY GOODS REVIEW, Montreal.

SITUATION VACANT.

MANAGER for wholesale house, men's sweater and underwear department, to take complete charge of department. Salary, and commission on profits. State salary required and experience. Box 26, DRY GOODS REVIEW, Toronto

WANTED — First class man for advertising, card writing and window dressing. Apply stating experience and salary expected; also enclosing photos of work done on cards and windows. Box 29, DRY GOODS REVIEW, Toronto.

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

BUSINESS-GETTING typewritten letters and real printing can be quickly and easily turned out by the Multigraph in your own office —actual typewriting for letter forms, real printing for stationery and advertising, saving 25 p.c. to 75 p.c. of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Co., Limited, Toronto and Ottawa. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE BUCKET TANKS AND OILY WASTE CANS cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

WAREHOUSE TO RENT

AT REGINA, SASK., a first class distributing point. New wholesale warehouse flat, 40 x 100 feet, electric lighted, steam heated, electric elevator. Dry goods or gents' furnishings preferred. Write Westman's Agency, Regina.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

PENMAN SWEATER COAT CATALOGUE.

The position occupied by sweater coats in the opinion of the retail trade is strikingly suggested by the very handsome catalogue devoted entirely to those garments, issued by Penman's Limited, Paris, Ont. The catalogue is 7" x 10" and a very neat cover is secured by an all-over reproduction in grey of the chain stitch fabric so highly favored in sweater coats. Over this, on the front cover, is the company's well-known trade mark in red, and at the bottom the title "Sweater Coats" is printed in gold on a black ground in a gold panel, while underneath is the firm's name in red, the whole forming a decidedly appropriate design. A half-tone of the Paris plant is used on the back.

The outstanding feature of this 24 page catalogue is that all garments shown are from actual photographs. Buyers will appreciate this fact when they understand that in photographing a knitted garment any defect in fit or construction reveals itself most conspicuously. An examination of the cuts immediately suggests an easy, comfortable, graceful fit and dignified yet smart style touches in all of the garments shown. These points are the big selling factors in the sweater coat section to-day. In all, eighteen garments are illustrated, each one representing some distinctive touch.

The catalogue is one that should be at the right hand of every merchant interested in sweater coats.

NEW HOME OF "HYMO."

James Hymans, the manufacturers of the famous "Hymo" interlining, owing to their rapidly increasing business have secured the large five storeyed building known as 13, Bevis Marks, E.C., and will move into these premises on the 1st inst.

Their telephone service will be increased to three lines, and every known method for the quick handling of goods has been installed in their new building. They hope that this will enable them to deal quickly with all orders that are sent them.

The warehouse is fitted with two lifts for the convenience of clients and the quick handling of goods.

Men's furnishings stand in copper or nickel finishes. Made with semi-circular or straight arms. Clatworthy & Son, Toronto.

NEW WHOLESALE FIRM.

Milne & Middleton, wholesale dealers in millinery and notions have opened a warehouse at 313 Water Street, Vancouver, B.C. This stock includes millinery and all accessories, hair goods, ladies' neckwear, handkerchiefs, hosiery, buttons and button molds and many other lines which are always in demand. The mail order section is in charge of a reliable staff and appointments may be made for any evening or Saturday afternoon. Ernest Milne, a member of the firm was formerly a partner in Milne & Pledge, wholesale warehousemen, Aberdeen, Scotland, but retired in order to gratify his intention to start business in British Columbia.

NEW "OLD BLEACH" BOOKLET.

"A highly artistic booklet and full of practical information" is the only verdict passed upon the latest booklet sent out by the makers of "OLD BLEACH" linens, through R. H. Cosbie, their agent for the Dominion of Canada.

The reading matter is beautifully and clearly printed on heavy coated paper in buff and black, each page being surrounded with a handsomely designed border of shamrocks and ribbon knots, with the familiar O. B. monogram that appears on each corner of every damask cloth and serviette manufactured by this firm.

The reading matter contains much valuable and useful information about linens, methods of manufacturing and bleaching, and also a number of practical hints about the proper manner of washing and caring for articles made from linen.

Buyers, salesmen, and all interested in handling of linens will do well to procure this book because of the mass of valuable information that it contains.

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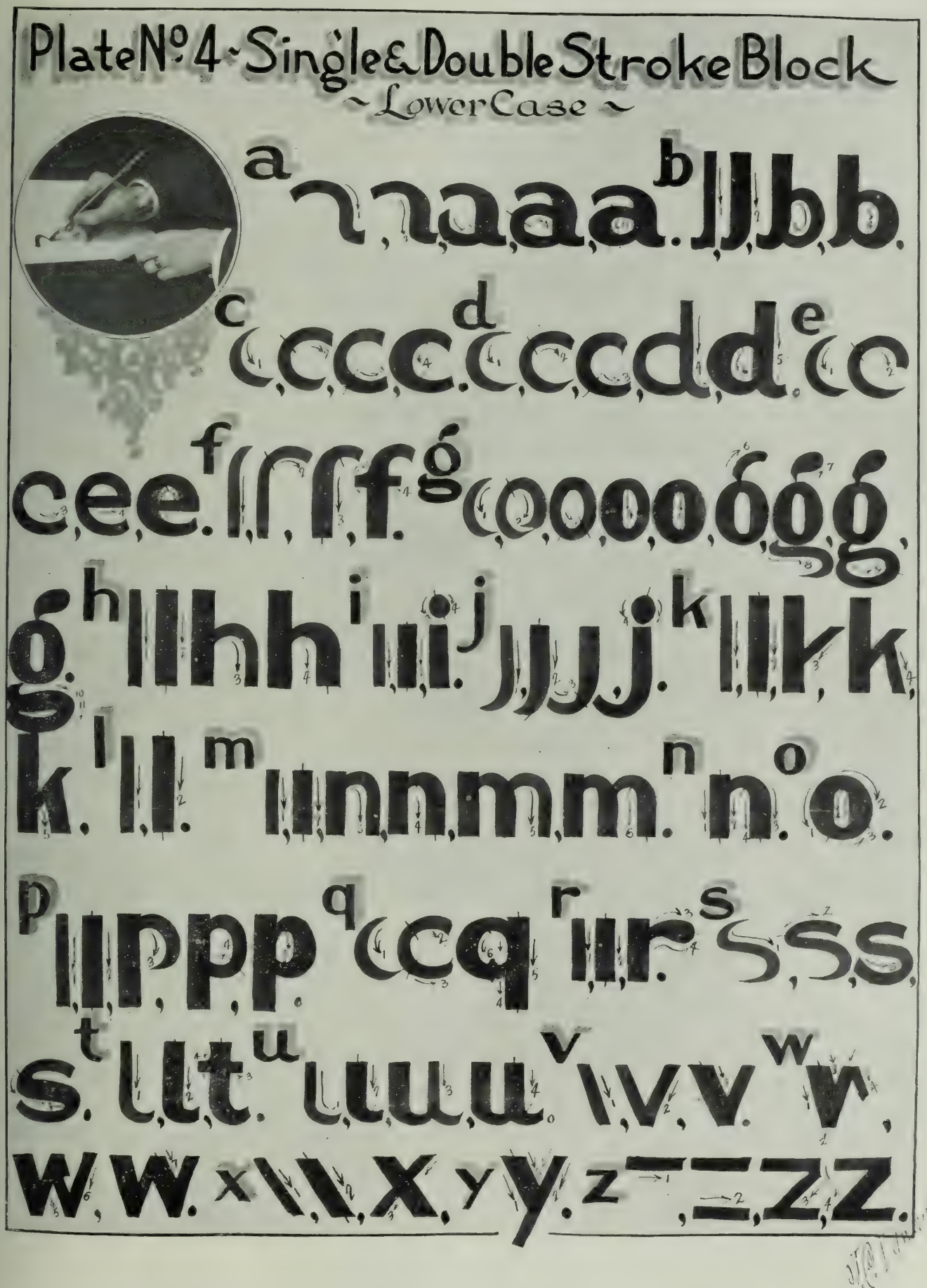


Plate from August Mid-month number of Dry Goods Review illustrating Single and Double stroke black, lower case.

A "CHESTER" Novelty that every Dealer in Canada can sell

—a novelty for clothiers and haberdashers in the smaller towns as well as in the big cities. A money-maker and trade-winner for all.

Suspenders are staples for Christmas gifts—and the "Chester" Christmas Box, containing Suspenders, Garters and Armbands, makes a Christmas gift that sells on sight.

Our travellers are on the road, showing Chester specialties, including Belts attractively boxed for the Holiday Trade, also the regular Fall line and Belts for 1912. Write for our representative to call and show you the complete Chester line.

HALLS LIMITED

Manufacturers

BROCKVILLE, :: :: ONT.

Full stock carried at our Winnipeg Warehouse

148 PRINCESS STREET

THE MEN'S WEAR REVIEW

Vol. I—No 9 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Oct. 16, 1911

There can be Art only where there is cultured thought and artistic instinct.

No man can expect to get real tone and the finer atmosphere in clothes like Semi-ready Tailoring unless there is surpassing talent, and proven ability in the maker.

A Sign Painter cannot produce a Painter's Masterpiece.

We offer Semi-ready Clothes with confidence because we know that the best talent and the best thought and system are behind their making.

We can prove that a big business in high-class clothes is more profitable and less costly in stock carried than any other.

Kindly make an enquiry, and get your name down for a weekly copy of our paper, the Semi-ready Special.

Semi-ready, Limited
MONTREAL, CANADA

An Autumn show window by A. A. Daoust, for Geo. G. Gales & Co., Montreal. The background could also be used to advantage for men's wear trim. The window represents a grape arbor. The fence and posts are covered with wood veneer. The lettering on the show card, "Autumn 1911—A Few Suggestions," were done by air brush in raised gold letters. It is decorated with an applied wood scene.

Men's Wear Department, Arcade Limited, Hamilton, showing an effective display arrangement for neckwear, shirts, hats and other lines. The department is on the main floor to the right of entrance.

MENS CLOTHING AND FURNISHINGS

What They are Talking About

The so-called English styles in men's clothing have taken a firm hold on smart dressers in New York. There is absolutely no padding, garments fit closer to the figure, and where the interpretation of the style is at all reasonable, the effect is one of smartness. The opening of the theatre season has attracted considerable attention to stage attire, from those who must necessarily make a study of styles. To complete the new figure the bowler is worn with a jaunty slant to one side and slightly towards the back of the head. Considerable favor is being bestowed upon the rough tweedy weaves for the Fall suit.

* * *

The Duke of Connaught, Canada's new Governor-General has arrived. He brings with him the reputation of being a strict observer of military dress ethics, but of being much less a dictator or a leader in the matter of ordinary dress than the late king, his brother. King Edward had an immense wardrobe, which included about two hundred suits of various styles and materials and one half as many hats and caps. About thirty of these suits were removed from the active lists each year—when they became perquisites of his two assistant valets. Many people imagine that the late king paid extravagant prices for his clothes. A lounge suit cost him $50, and an evening suit $75. He paid from $12 to $12.50 for his trousers. During the year his tailor's bill amounted to about $2,500, while his entire wardrobe was estimated at about $6,000. He was colonel of over thirty regiments, and his uniforms numbered to nearly one hundred.

* * *

The Municipal Art Council of Paris refuses to erect statues of men clad in frock coats or evening dress. One artist declares that "frock coats are stiff and ugly fortresses or straight jackets, in which man, his freedom of action removed, becomes a veritable stick—a nonentity. The frock coat has been the bane of sculptors. It lends no way to the imagination and gives it no impetus. Under it the subject hides his individuality and personality." Artists point out that there are very few admirable works done with the hampering presence of a frock coat, and that the only path to its avoidance lies in the bust figure. All of this will undoubtedly appeal to those who expect their forms to be remodeled in bronze or marble for the gaze of generations yet unborn, but who in the name of art will be the first to demonstrate the transcendant beauties of Greek draperies, togas and that sort of thing? Prospective immortals, built on the verandah plan may well pause for a reply.

* * *

There is such a thing as repartee in advertising, and like every other kind it is the more keenly relished when no ill-feeling develops from it. The story told of two rival merchants in an Ontario city describes a good example. On the end of a barn near a well traveled road, one merchant had this sign painted: "A square deal for every man," and beneath it his name. There was another barn near by and upon this the rival merchant followed up with these words: "And every woman too," with his name below. He, thus, for a time, turned the other merchant's motto to advantage. But not for long. One dark night the first merchant had his sign painted out and substituted these words: "Pants for every man and boy." Though the other sign was immediately painted out, it did not disappear fast enough to bring a protest or two from certain so-called guardians of public modesties, but the men of the community were not the only ones who admitted that it was a neat thing. And the two merchants, meeting each other in the street didn't look the other way, but laughed over it heartily.

* * *

Indications point to a busy season for the men's wear merchant. New goods featured are meeting with a ready demand, and the fact that, from many quarters reports point to a persistent call for the better class goods, suggests that people have the wherewithal to back up their preferences. It is also remarkable that among quite a number of merchants recently interviewed, the majority were considering methods to further their reputation for the better lines. This is invariably the case when localities and the country in general are in a prosperous condition.

* * *

The shelf idea in men's wear windows throughout the country is being used to advantage for displays of accessories and gift suggestions. One window recently noted had a shelf about a foot in width, held in place by a chain at each end, and on it a very neat display of gloves, neckwear, handkerchiefs, collars and suspenders was arranged. In the window below were shown shirts and fancy vests. Bannerettes of local organizations were suspended from the front of the shelf, and all formed a very attractive display. Trimmed with holly, and with an array of goods in Christmas boxes, such a shelf should prove very effective during the holiday season.

Novelty in Spring Shirtings

Fabrics Which Enable the Merchant to Develop High-class Trade — Reps, Vestings, Cord Dimities in Plain Designs are Features of a Fine Range.

Travelers are completing their Spring placing trips with shirts and as far as possible early business is about completed. It is a season of negligees and, as previously indicated, early selections are divided into two distinct demands. Lounge collar and French cuff styles have caused a marked division of usual sales.. This is to be a confined development of the season's selling and manufacturers are now preparing for sorting and later orders anticipating this demand. These negligee styles are sold in more popular fabrics and prices, getting down to $9 levels. As the season advances, and repeats are received, it is expected lounge and negligee effects will comprise much of the extra or later business. It is assured that white will take the lead and many new and effective materials suitable are being added to ranges by manufacturers.

Feel the Style Trend Carefully.

With this season's business to be finished and usual factory clearances in February yet to be handled, merchants do not place quantities but protect their orders and feel the style trend, as selling progresses. It is with this understanding that early business is claimed to be very good and manufacturers are busy, as usual. There is also midsummer demand to prepare for and later styles and expected new samples and materials bringing forward patterns featured later at the mills or imported.

There is also a buying trend which demands some extra style or exclusive materials as well as outing and athletic garments in suitable fabrics.

The Buying Preference.

An analysis of orders already placed will verify this claim. Fully 33 1-3 per cent. of orders already placed on all prices will show blues, black and white and purples or prints and the bulk of these bookings will be included in neat stripes, line or wider stripe designs. There have been some Madrasses taken and chambrays, both plain and white line stripes, in usual colors are as good as any season. The same neat and inconspicuous patterns have been picked in zephyrs. A new cloth which has shown up well, called Barathonette, in soft plain grounds and without patterns, has sold. Sample books include neat mercerised stripes and brocades, the plainer weaves, however, being in preference.

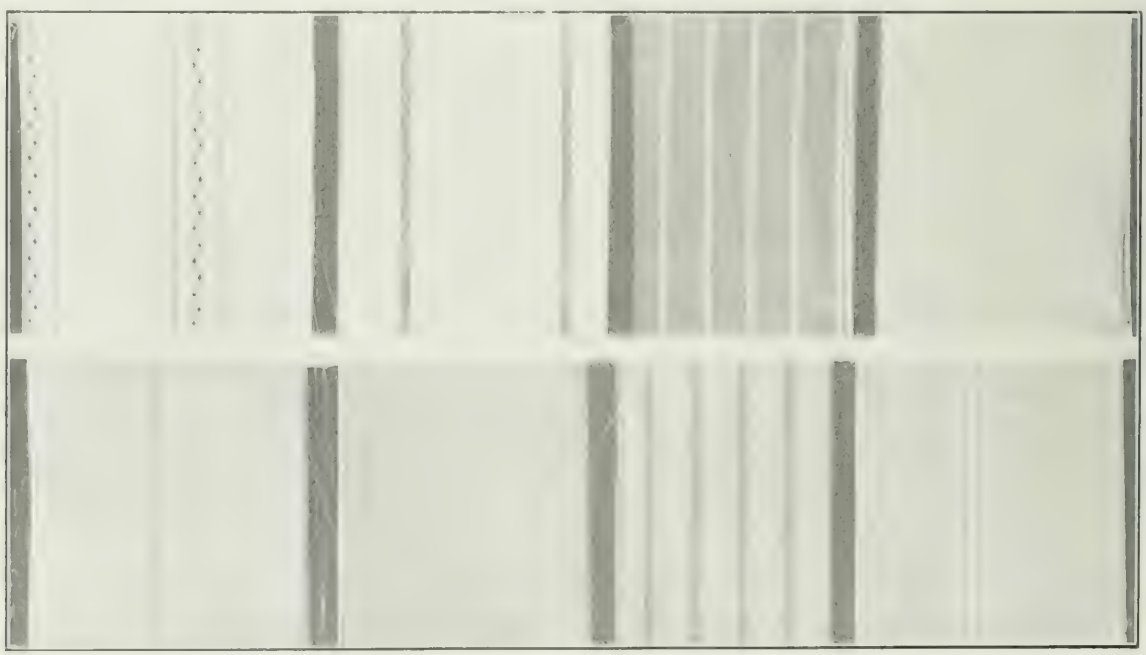
It is expected that in negligee effects white will be in advance position by June and later orders must prepare for this selling. Outside of the every season popularity, the cloths now showing will help to a great extent to increase business and justify introduction of better class and high novelty fabrics.

The Novelty Fabrics.

Foremost in the ranges of white materials are finer quality vestings in cords, soft matte weaves and basket cloths. Checks in small designs are new and a change, and soft materials highly mercerised with contrasting ribbon stripes, blue, new gray and mauve are striking in effect. Some matte materials are almost porous in weave and with novelty. Reps, vestings, cord dimities and Madrasses will always be in favor.

It must not be misunderstood that these cloths are not shown in colors as well and book after book include blue, gray and purple, either in plain stripes, overchecks and broches. Some white with black checks and cords are to be brought out as one of the season's high novelties. These fabrics are sheer but with a dry or linen finish and are guaranteed textures in point of washing, finish and wear. They should take with exclusive men's furnishers and better trade. Ecru shades in plain color weaves or broche patterns simulating silk pongees are also fairly good in soft cuff negligee styles.

Soft, cream, all-wool flannels and delaines and stripe botany wool flannels for midsummer wear comprise several books. Cream with contrasting



Soft mercerised stripe mattes, ribbon stripe and broche chambrays — effective stripes in botany wool flannels for Midsummer wear. New designs for high-class negilee shirts. Shown by the Crescent Mfg. Co., Montreal.

THE MILITAIRE

Designed and Made originally by us.

MUST BE A GOOD THING

OTHERWISE

Our Worthy Competitors would not Copy

Made in
Black Poplin
Black Peau de Soie
Black Fancy Brocade
Black Peau de Crepe
Black Silk Grenadine

From $24.00 to $40.00 per dozen.

Can be worn for Full Dress or Evening Wear with edges turned back, showing white Facings.

The Militaire

is so constructed that it cannot possibly fall off the neck, or sag below the coat collar.

Some Manufacturers have never been known to originate an idea. We lead, rather than follow.

The Sword Neckwear Co., Limited

TORONTO

Kindly show this ad. to our Competitors.

NOTE.---Selling Agents for Corliss-Coon Collars

line stripes, blue, black and purple. Line stripes in above colors, with white, blue and white, tan and blue and fawn with white, as well as soft greys with purple of black, are shown, any one of which makes a sightly shirt. For boating, tennis or more dressy outdoor wear, they are perfect. Ranging in price from $18 doz. to $36, buyers should add a sprinkling at least. Styles and patterns are attractive enough to sell themselves to an athletic clientele.

With such entirely new patterns and a field developing each season, merchants can add materially to department sales. An assortment of higher class novelties will be placed before them for midsummer and warm weather selling which surpasses previous ranges.

One of the later ideas is to have the stripe in the negligee collar running up and down or in line with the stripe of necktie. These collars are extremely smart and should appeal to particular dressers. It is not a freak, however, and merchants are taking them because the style idea appeals.

Spring Neckwear Fabrics

Some New Color Combinations --- Purple Chosen by One Authority for a Very Strong Place --- Novelties for Sporting and Gift Season

From first views of neckwear fabrics for early Spring selling, it is evident that many of the colors which have been in vogue for the past few seasons are again to have prominent position, though in new combinations. Black and white, black and red, black and green, black and gold, black and helio, black and blue are to be featured, and authorities predict that while purples at the present time are inclined to be slow, they will be very conspicuous in the new lines in plain and two-tone effects. Stripes in various treatments will just be as strong as ever, although it is pointed out that the present strength of figured fabrics will extend to the new season's lines to a certain degree. These figures for the most part are very neat. Plain colors will have a show.

At the present time rich figured materials are taking exceptionally well. This is to be expected at this time of the year. Many bordered effects are seen in these fabrics, and manufacturers are enthusiastic over the reception that has been accorded them, the price preference indicating a decided demand for the high-grade article. Heather colorings, tapestry and brocaded effects are favored lines.

Now that the sporting season has opened up, many special and very unique patterns are making their appearance. Roman stripes are a popular vogue for this time of year and seem to answer, in a general way, the craze for class colorings. Of course, there are designs which correctly designate the athletic or other organization to which the wearer belongs. One of the most unique of these was noticed recently in a neckwear house. It was a Derby with black ground, having tiger's heads woven in gold. This special design was prepared particularly for Hamilton, the lair of the famous Tiger football team. This design is a departure from the stripe idea, but is not always feasible.

Manufacturers are preparing for the Christmas gift season, and are placing neckwear in fancy boxes. One of the neatest things consists of a box with a flap lid done in colors, under which is a second covering of card, with an oval opening about six inches long, revealing the contents. The combination shown by this manufacturer consisted of a tie with pin to match, the retail price being $1. The idea is a good one and will undoubtedly appeal strongly to the Christmas shoppers.

Will be Record Hat Season

Rough Effects in Soft Styles Have Been Meeting With Strong Demand --- The New Derbies --- Straws Cleaned Out.

The outstanding feature of the hat trade at the present time is the marked attention being paid to rough effects in soft styles. The demand for these has been remarkable, one explanation being that these hats seem to fit in admirably with the vogue of tweeds in clothing. And the prediction is that soft hats of the fedora and Alpine type will occupy a very prominent position in Spring trade. Browns and bronzes are now looking up, but for Spring it is likely that greys will also be very strong. The matter of color depends largely upon the suit worn, for it must be noted that the fur felts and other styles harmonize more agreeably with clothing fabrics than has ever been possible with the Derby.

In stiff styles there has been some very decided change in shapes. One hat seen in a Toronto men's wear store recently illustrated the tendency to extreme dimensions. The crown was four inches and the brim two and three-quarters inches. It was pointed out, however, that the bulk of the business was done in the 5x2 shapes. With the cap trade feeling the impulse due to acceptable shapes and fabrics, the soft hat demand, enervated by the favor shown for the new materials, and with shapes in Derbies taking a decided change, it would seem that the present season is sure to be a record-breaker.

Straw hats for Spring are already shown, and reports are that the very hot weather of the past Summer was instrumental in cleaning up stocks very satisfactorily. The new straw styles show no radical changes, and it is evident that Panamas, in shapes simulating some of the shapes in soft felts, will again have a good demand.

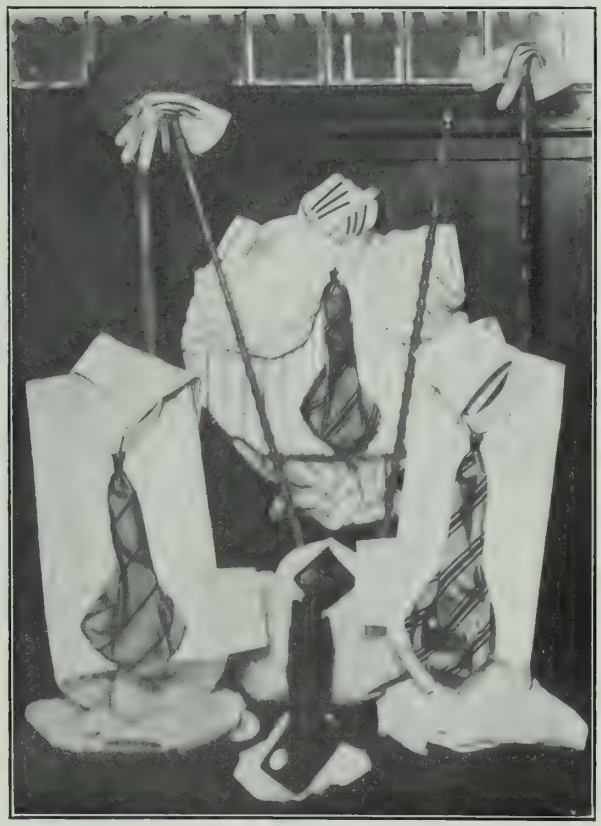
Extending their Factories

The Campbell Clothing, at the corner of Elmire and Cadieux Streets, Montreal, have now under construction, two large wings to their factory. These are now well advanced, and will be completed in a few weeks. When finished, they will add about two-thirds to the size of the factory. This building will be four storeys high, with a basement. These new additions will be of brick the same as the old factory.

The Hampton Manufacturing Co., Cadieux St., Montreal, are adding two large wings to their factory. These will be completed in December; and will be four storeys high, with a basement.

A unit trim of gloves, canes, hosiery, shirts, fancy vests and neckwear, small stands being the only fixtures used. By Reg. Brown, for the Cressman Co., Peterboro.

An effective underwear and hosiery unit in which flat surface fixtures and foot forms were used to advantage. By D. O. Pike, with Picard & Picard, Montreal.



Unit trim of shirts, neckwear, gloves and caps. By D. O. Pike, with Picard & Picard, Montreal.

How to Measure for Special Orders

Hints by a Practical Tailor for the Man Who Has to Use the Tape Line --- Objections to This Line Frequently Based on Want of Experience --- How to Pose and Size up the Figure --- A Reliable Measure

(For the "Review" by David Frazer.)

Recognizing the important development in ordered clothing, The Review has arranged for a series of articles by a practical tailor on details of measuring for the merchant who has had little or no experience. Queries are invited.

IN our experience with men's furnishers who carry special ordered lines, various opinions find expression as to its utility as a money-getter. Stripped of all extreme languages, objections to this branch of the trade are based upon a want of experience in taking the necessary measures and giving sufficiently reliable instructions as to the variations of figure, these being essential to ensure a perfect fit and satisfaction. There is no question as to the profit-producing end of this line, but, missing the top step, friction ensures and in disgust the line is thrown out.

All men wear clothes as well as furnishings. The latter requiring to be renewed more often, gives to the furnishing men fuller opportunities to meet prospective customers, making business comparatively easy to a real salesman. To assist in the proper understanding of this line we purpose to show in detail how to fill such an order.

A selection of cloth and style having been made, the numbers for the same having been entered on the order sheet, it only remains to take the measures to complete the order. Thus far, any salesman has traveled on familiar ground, but he knows that unless the measuring part be filled intelligently, a successful fit will not result.

Must be in Perfect Accord.

Mr. Salesman is now the transmitting machine in a wireless outfit. Mr. Designer being at the receiving end. These two must be in perfect accord and atune to each other, or the message will be defective. In other words, Mr. Salesman *must* so measure and describe the figure standing before him that Mr. Designer will *receive* a faithful and correct image, or in other words be able to "see the unseen" by using his faculties through the impressions supplied by Mr. S. This presents no great difficulty, provided certain rules and reasonable caution be observed; therefore much depends upon taking the measures correctly and accurately and entering down the right description of the figure, noting if erect, stooping, large blades, round back, head forward or full chest. One figure peculiar to describe, also to fit, is what tailors call a "sway back," which to the common everyday language means a figure carried well forward to the front, below the breast line, and of a consequence flat or receding at the back and seat, but not necessarily a "stout" figure. This is an attitude resulting from some peculiar vocation or careless posture. This figure invariably has prominent calves, which should be carefully noted.

Measuring the Customer.

In the use of these observations much depends. They can best be surveyed at that part of the measuring process when the customer's coat is removed and the figure viewed from back and side. Place your man at perfect ease of mind, yet not too talkative, or he may withdraw your mind from the measureing operations.

The order, shall we say, is for a sacque suit, height, 5 ft. 8 ins., weight, 150 lbs. First, take the length of coat measure from collar seam to length of natural waist, which will be 17 inches or one quarter of the total height. Thus:—Height 68 inches, divided by 4 is 17 in.

Break the tape at this point with the left hand, then continue to full length as fashion or taste may determine, say for present wear 31 to 32 inches.

Next raise and extend the right arm so as to form a right angle with the body, measure from centre seam of back, the width of back, say 7½ inches, rise and fall ¼ inch for every size up to 42 B., then ⅛-inch.

The width of back varies according to style fashion, at one time extending away out over the shoulder to such an extent as to be termed in the trade as "verandah." Extremes of fashion die hard, and in such-out-of-the-way places, say, as London, they are still being worn, but then, these same folk will be wearing the present style, "natural form," when we are through with it.

Continue tape and measure off to elbow, and on to wrist, full length of sleeve to a small hollow easily found between the wristbone and the hand proper, 32½ inches.

Then move to the right hand side of your customer, having replaced his arm in the normal position, and take as a check the inside sleeve measure. Place the tape well up under the arm, and measure to the base of the wrist, breaking the tape on the way at the elbow. This measure for a proportionate figure should measure 1 to 1½ inches longer than the natural waist length. That will be 18 to 18½ inches.

In actual practice most tailors rely entirely upon this measure, it being more direct, consequently more reliable than the former one described.

Now, return to your former position at the back of the customer, who by the way, should be standing face to a mirror; assist him to remove his coat.

Taking the tape in the right hand, proceed to register the breast measure by passing the tape under the arms across the front of chest, around to the back, particularly noting that the tape traverses the largest part of the blades. Our reason for adopting this mode of taking the breat measure is that the measure is so often taken in such a way that it does not cover the blades.

Mr. Salesman, in standing in front of the customer, fails to see that his tapeline has dropped below the prominent part of blades. It is safe to assume that this measure taken in the way described will always be correct.

Cases are known where this measure has been

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA
BDA
THE BEST ITALIAN LININGS BEAR THE
KIRK
STAMP AS BELOW:
KIRK'S PERMANENT FINISH
There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.
(1) The Original
'Permanent Finish.'
(2) 'Velper' (Reg.)
The Velvety Permanent Finish for those who prefer a soft handle.
KIRK'S PERMANENT FINISH

BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

TWENTY YEARS' REPUTATION FOR TREBLE WEAR

BEHIND THESE AUSTRIAN COLLARS

has caused discriminating men to look for, and insist upon getting collars and shirts that carry the

Trade J Mark
Registered

Why? Because this brand guarantees them THREE to FOUR times the wear of any other English, American, or Canadian made collars at the same price!!

IS YOUR STOCK READY FOR THESE MEN?

If Not, Write for Our Special Offer NOW

The Canadian Underwear COMPANY

309 Notre Dame St. W., MONTREAL

We also carry a full line of

Boys' Cloth and Wash Suits, Ladies' and Men's Hose and Sweaters; Men's Lustre CLOTHING AND UMBRELLAS

TRADE MARK J REGISTERED

TRADE MARK J REGISTERED

taken so close and tight that it leaves no room for expansion.

The waist measurement is taken over the band of the trousers, 32 inches; the seat measure at the most prominent part of the seat, which for proportionate figure should be 2 inches more than the breast measure, say 40 inches. Style width of knee 20 to 21 inches, and style width of bottoms 16½ to 17 inches.

The full or ballon hip trousers have entirely disappeared where men dress in good style and taste. Should a man, however, require this extreme style, rely upon the seat measure correctly taken, and then say how many sizes wider the dandy would wish to appear to be.

It is a mistake to call for a 48 or 52 seat, as I have known some to do under those circumstances, because the cloth is not required through the seat, that is from back to front, but at the sides, over the hips, more "verandah" building, now happily a lost art, because not required.

The proportions given are based upon a study of form growth, acknowledged as a science in the tailoring world to-day and are thoroughly reliable,

Should, however, the measures obtained vary from this rule, you may know at once that the figure is not normal, and a second application of the tape to ensure correctness will be advisable.

This is the direct and most simple form of measurement in use. Tailors use others, principally for reproducing the coat, called short measures or long measures and sectional measures. I think it hardly necessary to give any description of these. Many of them are complicated and inadequate for the purpose intended.

Should, however, any reader meet with any difficulty in this line of his business, we are at your service, and will answer any queries as fully as the circumstances may warrant.

Fancy Hosiery for Christmas

Novelty Boxed Lines in Silks and Cashmeres—Finishing the Spring Placing Before the Holiday Rush.

Men's sox are now being offered for Spring and travelers having been on the road fully six weeks are anxious to clean up their grounds before the Christmas rush. Some novelty boxed lines in silks and cashmere, both plain and fancy, are taking for holiday selling. Buyers are asking for deliveries after Spring dating. Some exceptional values in cashmeres, both plain and embroidered, are chosen, with which to tone up stocks for gift purposes.

Silks for next season in black are freely sold in lines from $4.50 to $21.00 dozen, popular numbers up to $12.00 being taken in quantities. Some shades, soft grays, new blues and tans, in plain colors, are ordered out. Merchants are anticipating a good season on silks. The demand is growing each summer.

Lisles up to $6.50 dozen are always good, and buyers are assorting their ranges, as in other seasons. They are taking both plain and fancies, black and tan being the leaders. In patterns some very striking combinations are seen, but if anything this end is being outsold by gauze lisles and fancy openwork designs in black, tan and approved plain shadings. For younger men this style will be extensively worn, and lines to retail at 25c, 35c and 50c pair will enjoy a large sale. Lisles are quoted from $1.00 dozen up in qualities equal to last year's samples, and there cannot be said to be any changes in values noted. Some buyers are introducing fancies in the better lisles in black and white, and shot effects will be sold both in silks and mercerized lisles, principally in the latter at $4.00, $4.50 up to $6.50 dozen. All the usual balbriggan, wool sole and seamless numbers are included. Cheaper lines in black cotton are ordered in usual quantities, as are heavier makes in these numbers, usually associated with 90c, $1.50 and $2.25 doz. values, colors and effects. Regular deliveries are promised.

Sampling Through the Mail

The Lyons Tailoring Company, Chatham, are this Fall making use of a sampling idea that would be adaptable to quite a number of lines. To a large mailing list of men it sends out circular letters with reference to Fall suits. The letter, which is imitation typewritten, with the name, address and date filled in, is on the regular letterhead of the firm. Pinned to the upper left-hand corner of the letterhead is a small sample of a popular material for Fall suits. It helps to make more convincing the accompanying talk, which is a pretty good one. In part, the letter says:

"My Dear Mr. ———,

"Look over the enclosed sample carefully. Note its fine, soft texture—its flexibility—its deep, brilliant color. It is the famous Dreadnought serge, pure indigo dye—warranted for two years.

"For the special price of $20 we will make you a suit to order of this or half a hundred equally good cloths—blue or black serges, cheviots and vicunas, or beautiful fancy worsted and tweed effects.

"Now, you needn't be a cloth expert to know that this is great value at $20. It's self evident. Nor will you gainsay the importance of wearing tailored clothes.

"This is a busy age. People you meet haven't time to really know you. They go by first impressions, and your clothes are vital factors in determining what those impression will be.

"You can get plenty of 'ready-mades'—plenty of cheap, made-to-orders, but it's *real-tailored-to-order-clothes,* such as we offer, that you want—clothes that have style without 'freakishness'—that express your personality, your individuality—that will help you create a forceful impression.

"Let us take your order for one of these suits. We will do so absolutely at our own risk. If the suit doesn't thoroughly satisfy you—if it doesn't measure up to your expectations—don't pay us a penny! Furthermore, to induce quick action, we will make it for $18, providing you bring this letter and place your order within ten days.

"Very truly yours,
"Lyons Tailoring Co."

Postscripts add: "The overcoating enclosed shows the quality of our famous $18 special overcoat to order.

"Bring your friends—we give a liberal reduction for several orders."

The idea is one which looks good. It should prove helpful as a regular expedient in catering to the trade, which is more interested in quality than in price.

Using the Bulletin Board

An Idea Which the Card Writer Can Work Out to Advantage—Different Ways in Which Special Announcements May be Made.

A scheme which often proves helpful in drawing business from passers-by is the use of bulletins. The bulletin is a sort of second cousin to the window display, and can be used either to help out the latter or to call attention to independent lines. In the hands of a clever card writer it can do good service.

The blackboard bulletin is a time honored advertising medium, chiefly in use to-day among small stores. Usually the blackboard is a double affair, hinged at the top, which stands on the sidewalk, on the two faces of which appear announcements and prices of seasonable items. Traffic regulations in larger centres have driven the sidewalk blackboard pretty well out of existence. In some places the blackboard is attached to the corner pillar of the store, or occupies a conspicuous place in the doorway. The blackboard has the advantage, that but little effort is necessary to change the announcement. One item can be rubbed out and another written in a few moments. There is the difficulty, however, that the blackboard from frequent use becomes gray, and the writing rapidly fades, so that the announcements, as a rule, do not show up well.

Another form of bulletin board is adapted from the bulletin boards used by the newspapers in large centres, on which brief news items are pasted up the moment an important despatch comes in. A suitable board is attached (vertically) to the corner of the store, or to a pillar, and on this board announcements of new lines of goods just in, or notices calling attention to special lines of stock, are pasted. The bulletin board will give space for from six to a dozen or more announcements, depending upon the size of the type in which they are written. These items can be changed whenever desired, and should be changed frequently. White paper and red or blue ink should be used, the posters being written first and pasted up afterward. The writing should be done in vertical, legible letters, without any ornamentation whatever. By having the bulletin sheets the same size, any one can be replaced or pasted over without disturbing the others. These sheets need not be large, so long as the writing is legible; the board should occupy a prominent place, and this, and the word "extra" at the top is sufficient to secure a closer inspection of the small-typed announcements.

Mere lists of prices are not enough for bulletins: there should be a catchy phrase also, along with the price, one sheet being used for each article. If an important shipment has just arrived, prompt attention can be called to the fact. Or, if some line is over-stocked or slow selling, sales can be stimulated by the use of frequent bulletins.

In some places the bulletin board takes the shape of a frame, with spaces into which cards can be inserted. This saves pasting, though the higher price of the stiff cardboard is something to be considered.

Another method is the placing of bulletins in the windows themselves. Special space is sometimes outlined in gold for this purpose. Often a telegram announcing a large shipment of some special line of goods is pasted up. Sometimes a row of cards are arranged just on or above the level of the eye.

"Pleased? Well Rather!

"All this collar ever cost me was the original price. I don't pay for it over and over again by sending it to the laundry."

When it's dirty, wash; soap and water will make it new again, and it looks as smart as the best linen collar, a feature which no other waterproof collar can claim.

A good selling point of the CHALLENGE Collar is that it will outwear any other kind of collar. It is just an A-1 linen collar with this important difference—that it costs nothing to wash it.

The Arlington Company of Canada
Limited

54-56 Fraser Avenue, Toronto

EASTERN AGENT:
Duncan Bell, 301 St. James Street, Montreal
ONTARIO AGENT:
J. A. Chantler & Co., 8-10 Wellington E., Toronto
WESTERN AGENT:
R. J. Quigley, 212 Hammond Block, Winnipeg

How Customers Have Been Lost and Won

Salesmen Describe Experiences Which Called for Careful Handling — Giving a Man Satisfaction for a Defective Coat — Manager Captures a Sale Lost by One of His Staff — How One Merchant Got the Better of Postal Regulations

SALESMEN of men's clothing and furnishings have many varied experiences which make exacting demands upon their tact, foresight, knowledge of goods and of human nature. In the series of short articles given below, salesmen have described a number of these incidents. Narration of these incidents is helpful to other salesmen, and The Review will pay liberally for any short articles of this character that are sent in.

* * *

Customer Was Satisfied

THE customer who is satisfied on every point, and feels that the merchant places his reputation behind the goods he sells, may always be regarded as a fixture.

Here is an excellent example told by a men's wear salesman.

It was plainly the fault of the material, so I told him that we would certainly make it all right with him.

"Last Spring we sold a young man a suit for $10. The other night he came in and showed us how the coat had burst open down the back. We saw at once that it was the fault of the cloth, that it was not firm goods and would not hold. We cheerfully told him that we would make it right with him. He said he wanted another suit. We showed him what we had and finally succeeded in selling him a $12 suit, this time giving him the suit for $8. He was perfectly satisfied, and went away from the store with our good will and we had his.

"He told others what we had done for him, and they put more faith in dealing with us. We have certainly benefited by it. Had we fumbled away with the torn suit and lost our temper, we would have lost one of our best cash customers, and an opportunity for a good advertising scheme. It would have meant some money to us.

"It paid us to hold our temper that time. It always pays any merchant to take from a customer and pass it off as a joke."

* * *

Mother Helped Him Choose

"ONE Saturday evening a young man entered the store and asked to see some of our shoes. I showed our stock, and after explaining the good points and talking to him, got him interested, and he told me he had intended to be in town in the afternoon to have a look at our clothing, also to let his mother see it. I told him I would show him the clothing now, and if he decided on any of our suits he could take them out and let his mother see them. He decided to take the shoes, and I then showed him the clothing in the same manner as I did the shoes.

"After trying on some of the clothing, he picked on a $12 suit, and said he would take it home and let his mother see it. I had the coat pressed, and he took the shoes and suit home, paying cash for the shoes and taking the suit out on approval. I gave him his choice of a pair of suspenders with the suit. Monday morning he came in and paid me for the suit.

"Had I said it would be all right if he and his mother came in some day, he probably would have gone somewhere else or have made up his mind not to take the suit.

"A merchant has to be alive to opportunities when they occur, but he should never make a nuisance of himself trying to sell to customers who have no need of the goods or whose finances will not permit them to make a purchase. It is all right to show a customer goods, but if they don't buy, do not let them feel that you are offended because they do not purchase."

* * *

Persistency, Courtesy—and the Double Door

THE following incident occurred recently, and illustrates how easily a salesman sometimes miscalculates his customer.

"Two young men entered a men's store run in connection with dry goods and asked the first salesman they met to show them some shirts. He complied with their request, but failed to find what they wanted, and they walked out.

"The manager of the department asked the salesman what was the trouble, and he replied that they did not have what the customer wanted.

"Now the men happened to be strangers, and when they went out one door they walked into the next, thinking it was another store, and they were

F&F FIT FASHION CLOTHING REGISTERED

Fit and Fashion Clothes Sell Easily With Profit

Our rapidly extending special order trade in perfectly

Made-to-Measure Suits and Overcoats

for men, leads us to draw your attention to the merits of "Fit and Fashion."

Materials are finest imported weaves---cut and style are executed by expert craftsmen. Workmanship is personally supervised.

We want more agents. How is it in your town? If "Fit and Fashion" Clothes are not represented, write for particulars of our Special Order proposition---it will prove one of your best business bringing efforts.

JOHN DAWSON, LIMITED
145 Church Street, - TORONTO

WATERHOUSE

is the name which stands for quality, and the "Maple Leaf" brand on underwear guarantees the finest materials, the best cut and the most expert workmanship. This is a line that you can sell more and more of because customers who buy it always re-order.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

THOS. WATERHOUSE & CO., LIMITED
INGERSOLL, ONTARIO

WREYFORD & CO.
TORONTO

Wholesale Men's Furnishers

New styles in genuine **Two in One Ties,** at $4.50 a doz.

SELLING AGENTS FOR "AERTEX"
Cellular Underwear and Shirts

Young & Rochester
Shirts, Neckwear, Dressing Gowns, etc.

Tress & Co.
High-Class Hats, Caps and Straws

T. H. Downing & Co.
LEICESTER
Hosiery, Underwear, Knitted Coats, etc.
Specialties "Alpha," "Superla," "Sparkenhoe," "Half Hose."

Cohen & Wilks
"Aquatite" Yarnproof and Rubberproof Garments for Ladies and Men

If our travellers have not called on you, write us.

brought through the arch again into the men's store. The manager of the department recognized them at once, and stepped forward to serve them. They made known their wants before they recognized they were in the same store. Then one of them said, 'We were just in here, and you haven't what we want.' The manager never said anything, but sold them each a shirt; not just the kind they wanted, but one that would bring them back to the store the next time they required any thing in this line. Before they went out we had their order for a suit of clothes.

He took the suit home and showed it to mother. On Monday he came in and bought.

Now, do not think that it was persistence alone that won this sale and this customer. It was the very gentlemanly manner as well as the persistence.

"When a customer enters and asks for an article, salesmen should not be afraid to show, in as nice a way as possible, what is in stock, even if they do know it is not what they asked for. Then if they find they cannot sell the article, send out to some other store and procure it. People like to be pleased, and if the salesman shows appreciation of their business they will reciprocate."

* * *

Echo Answers, Why ?

INDIFFERENCE and ignorance of stock have lost many sales. A salesman gives the following instance:—

"A young man, a particular friend of mine, came to me a few days ago and told me he would leave to go to our competitors for a pair of shoes. I asked him the reason why.

" 'Well', he said, 'one of your men showed me the shoes, and they are not the kind I want.'

"I tried to reason with him, and told him I thought we had shoes to suit. I was busy at the time, so did not go to the trouble of showing them to him again. The next day he came in and asked me what I thought of the shoes he got next door. 'They are not exactly what I wanted,' he said, 'but it was the best I could do.'

"I took a look at his shoes, and told him they were nice, but that we had a shoe that would beat his, both in quality and appearance. I pulled down one pair and showed him.

" 'Why', he said, 'that is the very shoe I was looking for. Why wasn't it shown to me when I was in?' "

Brings Good Men to Front

Many New and Successful Business Men Developed in Many Parts of Canada by Semi-Ready

New methods in business bring new men to the front always, just as a departure from recognized systems and methods usually meets with opposition from successful men of conservative instincts.

The Semi-ready tailoring has developed a lot of new and careful business men in many parts of Canada. The first ten years of the new ideas in the clothing trade were spent in the development of men and methods. But the past five years have witnessed wonderful progress. Many of the best men who now control the Semi-ready stores are young men who have grown up in the business, and who have studied and absorbed the salient features of semi-ready tailoring and who have kept pace with the revolution which it has brought about.

The store and the firm of Thomas & McBain in Vancouver is an illustration of this evolution and uplift. That of Mearns & Fuller, of Victoria, B.C., is another. In both these cities the Semi-ready stores are owned by young men who were for years clerking in the stores they now own—energetic young business men who realized that experience must be backed by money, saving if they were to walk in and take possession when opportunity knocked at the door.

Emory A. Thomas was head salesman in the Semi-ready store in Vancouver for many years. When his employer died, and the executors of the estate decided to dispose of the store, Mr. Thomas found that he had saved sufficient to finance a business of his own. He took in a partner, as full of enterprise and energy as himself, who had watched the growth and the uplift of the high-class tailoring trade.

In Victoria, some nine year since, Will Mearns had applied for a position to the then owner of the Semi-ready store. "I don't particularly want a man," said the owner. "But there are some special order samples. If you are a good salesman, take them along with you. Go out and show me what you can do." And Mearns showed to such good advantage that in a short time the Victoria store was selling more Semi-ready special orders than any house in Canada. He made good. He was soon promoted to the management, and when his employer sold out his business Mr. Mearns found that he, too, had both capital and reputation. He refused an offer of $3,600 a year to continue as chief salesman, journeyed to Montreal, after first securing a store location, and within a few months he had in operation a fine new Semi-ready store in the heart of the City of Victoria, and started off his first month, which was August, at the rate of $10,000 a month sales. Which is "going some," as the poet observed.

"THERE'S NOTHING BETTER THAN

Cravenette"

WET or FINE

RAIN or SHINE

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof

REG^{D} TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" C^{O} LT^{D}

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses

When You Compare

LION BRAND

boys' clothing with other brands, you at once realize the superiority of this famous line of clothing.

is made to look well and wear well. The energy of the small boy requires a fabric which will be proof against the hard usage of spirited children. This brand combines this resistance with pleasing appearance and good style.

Double Seats—Double Knees—Double Elbows

The Jackson Manufacturing Co.

CLINTON, ONTARIO

Factories at Clinton, Goderich and Exeter

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

MEN & METHODS

Stickers are Short-Lived

Guelph Men's Wear Merchants are Keen on the subject of Clean Stocks — How Slow Movers are Marked — Size Ranges for boys' Clothing

WHEN it comes to careful, clear-headed consideration of good merchandising conditions in the men's wear business, it would probably be difficult to find better examples than those supplied by the several progressive stores in Guelph. There is, perhaps, a larger proportion of men's wear establishments and departments in that city than is generally found in centres of 16,000 population, yet there is no condition existing which seems to point to an overplus. Probably one explanation of this is found in the fact which seems to be characteristic of all—that of clean, well-displayed, up-to-date stocks.

Now, it is not an exceptional thing in this country to find a men's wear dealer who devotes particular care to this feature of his work, and who realizes his full responsibility in connection with it, but the point is that every man in Guelph seems very keen on the subject, and when he discusses it, one is convinced that he has taken the last fall out of the problem and that he can "point with pride" to the goods which he is offering the public. The men's wear dealers in Guelph are an enthusiastic lot, and that explains a great deal.

It being granted that the buying end in each case is efficient, the methods employed by the different merchants do not differ materially, and two or three examples will serve to illustrate the point. G. B. Ryan & Co. have a large and particularly well-arranged department. Alex. Rogers in the clothing section, and Mr. Shields in men's furnishings, are both men who have made a close study of selling essentials in their respective lines. Goods are effectively displayed, and the windows invariably do the work expected of them. One recent witness to this was a special tie event in which an attractive window brought a rush of business on the day following (Saturday). Not only were the ties cleaned out, but every section felt the benefit. Specials are not habitual with G. B. Ryan & Co., but the incident serves to show the confidence reposed in windows. Another very effective display was a window of "bang-up" shirts, in which a neat unit display was arranged in the centre of the window, with shirts arranged about artistically and not too lavishly. In the collar of each was inserted a crisp dollar bill. The price and the quality were thus emphasized in an attractive way, and the idea helped to sell the goods. Again, it was a thoughtful display and confidence in the windows. In clothing, as in furnishings, this form of advertising has been carefully developed.

A distinct identity is given to garments in the clothing section, when it is evident that they are likely to become stickers. A scrutiny of the stock records and frequent handling of the goods makes the necessary information available. Then a member of the staff goes through with a needle and red thread and stitches a cross in a sleeve or other part of the garment, where it will be easily seen by the salesman. That mark is practically an invitation to "sell me." These lines are kept forward as much as possible and introduced to customers whenever occasion warrants. In other lines a red label or mark serves the same purpose.

So complex are the styles and so varied are the assortments required for the different ages in boys' lines that the buying for this section is becoming more difficult. In many cases the goods have to suit two diverging tastes—that of the mother and that of the boy—and manufacturers have endeavored to produce lines calculated to forestall argument on this point. In a season where novelties are strongly featured the problem becomes by no means easier. The style question having been determined, however, the matter of size of assortment may be determined largely from experience. The scale found most satisfactory by Mr. Rogers is as follows: 22|1, 23|1, 24|2, 25|2, 26|3, 27|3, 28|3. Larger boys, 29|1, 30|2, 31|2, 32|2, 33|1. It is found to be a fact that where now one 34 and one 35 are sold, five years ago the demand was practically nil. The explanation of this is that more larger boys are now wearing short trousers.

During the Fall fair season in the vicinity of Guelph, this department found it profitable to have their representative attend each and at the same time have a neat circular descriptive of latest men's wear styles placed in the farmers' rigs.

Store to be Enlarged

D E. Macdonald & Bros. Planning Extensions Which Will Give Men's Wear Section Fine Location — How Sticker Problem is Handled.

C. W. Powell, manager of the clothing department for D. E. Macdonald & Bros., gave his views on the "sticker" problem in the October 1st number of the Men's Wear Review. Briefly stated, he marks each season's goods with a letter, preceding the cost mark, beginnig with the letter "A," say, for Fall, 1911, and "B" for Spring, 1912. In this way it is an easy matter, when going through the stock to look up the order book and see how many of each line have moved to date.

In ranging sizes, Mr. Powell finds the following scale to work satisfactorily: 25|1; 26|1; 27|1; 28|2;

29|1; 30|2; 31|2; 32|2; 33|2; 34|1. This is for the popular priced lines, while in the highes, he buys one each all the way through, or in larger sizes only, according to condition of the otock.

Some notable changes are planned by D. E. Macdonald & Bros., in connection with their store. The men's wear section, which has been located in the rear of the main floor and thus subject to certain disadvantages, is to be brought to the front. This change will be made possible by the extension of the store so that it wil occupy one entire glock, with an exceptionally fine window service. At the present time the men's wear department has the exclusive use of one front window and another at the side entrance. The proposed change will ge a decided improvement, and will give excellent scope for that effective demonstration of goods of which the display department has proved itself capable. The men's wear department will have all of the advantages of an exclusive store.

Plan Has Threefold Effect

Thornton & Douglas Gives Special Inducement to Salesmen With Object of Concentrating on Better Lines—Percentage on Sales.

By placing a mark in red ink on the size and price ticket of a garment, the manager of the Thornton & Douglas clothing store, in Guelph, intimates to his staff that the time has come when that garment must move. This red mark has further significance to the salesman—it means that for every garment of this kind sold he has 25 or 50 cents added to his pay envelope at the end of the week, the amount being determined by the price of the article sold. Another inducement to salesmen in this store is a commission of 2 per cent. on garments sold over $15, and at the end of the week salesmen are allowed one per cent. on their total sales. The tendency of this plan is, in the first place, to keep the clothing stock clean; in the second, to develop a reputation for the higher class goods, and, third, to bring out the best that is in a salesman. The red mark idea is also applied to the hat department.

"When you sell a man an article," states Mr. Bell, the clothing manager, "he remembers the quality of the article long after the price he paid for it is forgotten, and this little point about human nature is what brings the customer back and helps to establish his goodwill."

Only at the end of each season—in July and January—does this store put on anything in the form of a special event, and then the object is to clean out the possible stickers. Their stock is turned three times a year. Each section has its own manager, and the display windows are invariably suggestive of up-to-date merchandising.

THIS NEW CATALOGUE
IS WORTH IT'S WEIGHT IN GOLD TO RETAIL MERCHANTS

IT ILLUSTRATES HOW TO TRIM YOUR WINDOWS SO AS TO OUTCLASS THE OTHER FELLOW

CATALOGUE FREE FOR THE ASKING

MR. MERCHANT---

Are you in business for "Glory" or for "Profits?" Are you getting as much business as you want? Are your windows the BEST in your town? If you want "BIGGER" business, attend to your window displays. Your windows are the magnets of your business. Our new 32-page catalogue shows by illustration 30 powerful selling displays—shows how to trim windows to outclass anything in your town. Shows the windows untrimmed illustrating arrangement of fixtures—then shows same windows completely trimmed. Cost us big money to produce this book. It's yours for the asking—it's worth its weight in gold to every retailer. Nothing like it in the country. A postal card brings it. Write us immediately. Prompt shipment.

POLAY FIXTURE SERVICE
SUCCESSORS TO
THE WOODCRAFT COMPANY
605 MEDINAH BLDG., CHICAGO

EXCLUSIVE PATTERNS IN SCOTCH FLANNELS FEATURED IN DEACON SHIRTS

For Fall wear, include plaids and stripes, and fancy patterns in green, tan, etc.

Prices range from $12.50 to $30.00

The unusual variety and excellent satisfaction given by Deacon Shirts place them among the most profitable of stocks for any store.

SEND FOR SAMPLES

The Deacon Shirt Co. Belleville Ontario

Furs In Men's Wear Store

Kelleher & Hendley Handle Them to Advantage—How Reputation Plays a Part.

That a high-class line of furs, both for men and women, may be carried in connection with men's furnishings has been successfully demonstrated by Kelleher & Hendley, one of the oldest firms in Guelph. The principle recognized in this case is that where a house has a sound reputation in its main department, it may introduce another to advantage, even though it may not depend altogether upon men for its patronage. In the case of furs all doubt as to their genuine quality is removed when associated with a business which for more than fifty years has prided itself on that particular point. So it is that Kelleher & Hendley do a tidy little business in that section. The fur stock does not occupy a large space on the main floor. A few garments are kept forward and the remainder of the stock is carried on the second floor.

This firm do not handle ready-made clothing, but specialize strongly in ordered work. Speaking from many years of personal experience, Mr. Kelleher states that the steady development in ready-to-wear lines has tended to strengthen the call for finer grades of ordered clothing, and that observation has convinced him, wherever a tailor has kept up the standard of his productions, he will still find plenty to do. This has been the experience of this firm, and that satisfactory service will always hold a customer, is evident from the fact that they still number among their patrons men who having left the city, still send in their orders for clothing on the measurements taken prior to their departure.

The business carried on by Kelleher & Hendley practically had its origin in 1856, when James Cormack came from New York and opened a tailoring shop in Guelph. In 1878, J. C. Kelleher became a partner, and in 1887 he was joined by Fred Hendley. The store and the business has increased in proportions with the growth of the city.

The 200-Dollar Horse Won

How a Salesman Landed a Doubtful Customer by an Apt Comparison Based on Correct Estimate.

Among men's wear salesmen in Guelph some very interesting stories are narrated of customers lost and won. Two instances might be described as illustrating important points in salesmanship—that of properly sizing up the customer and convincing him by aptly-turned comparisons, and that of bringing an indifferent prospect along by suggestion.

"A few days ago," states the head of a clothing department, "a man came in to buy an overcoat. A salesman waited upon him, showed him all the good points of our clothing, but could not make the sale. I approached and casually inquired, 'How are you getting on?' 'Well,' the man said, 'your coat is all right, but the price is too high.'

"The customer was evidently a horseman. I asked him to spare me a minute or two. He remarked, 'You want $18 for that coat, and I don't want to give more than $10 or $12.'

" 'Well,' said I, 'let us see how things work out. We used to get good butter for 15 cents; now we pay 30 cents. We used to get a sound horse for $100, but to-day if you want a good animal you have to pay $200.'

" 'You're right there,' said the man.

" 'Now,' said I, 'looking at the $100 horse from a distance he has as good an appearance as the other, but examine him closely and you'll find that he has ringbones, spavins, splints and what not. Let us say that this overcoat is the $200 horse. I'll guarantee it has not got a touch of the heaves, but is perfectly sound in every way. You may work it all day and it comes in fresh at night. It is the cheapest horse for you to buy. It has the best trimmings, best French canvas, will not get out of shape, and gives you perfect satisfaction. What do you say?'

"The man laughed. 'You do know something about horses, don't you?' he said, 'and darned if I don't think you're right. I'll take the coat.' "

The Coat Was For the Boss

But the Salesman Didn't Know It When an Italian Told Him the Garment Was Too Cheap—Sold a Better One.

"We make it a rule never to expose anything for sale outside the entrance to the store," said a Guelph salesman. "Not long ago we had a raincoat on a stand just inside the door, and while standing back in the store I noticed two Italians go up to the coat, look at the price, $7.50, and then walk out again. I hurried up to the door and exclaimed, 'Hello, there!' The Italians stopped as though shot.

" 'Want to buy a coat?' I asked.

" 'Too cheap,' replied one of the men.

" 'We have something better to show you,' I replied.

"The two men entered and followed me like two soldiers to the back of the store, where I showed them $10 and $12 coats.

" 'Best?' asked the spokesman.

"Then I showed them an $18 coat, and in trying it on the man insisted on having a very large size. He said the coat was not for him, but that the boss of a gang working near the city had sent him in to buy him a good waterproof coat. He selected the one at $18. It was not possible at a glance to find out what the Italian was driving at, but it paid to bring him along. Moreover, the price on the coat near the door might have given him a wrong impression of the store."

Where Demonstration Paid

The value of demonstration in moving "stickers" has been recently proved by R. H. Nelson, of Guelph, who, in connection with his furnishings, does a very satisfactory tailoring business.

"I had a bolt of goods here," he said, "which didn't seem to suit anybody's taste. It looked like a dead one to me, so it occurred to me that it might be a good plan to make up a suit for myself. I did so, wore it to business, and in no time the bolt was gone. This just serves to illustrate the point which I try to have observed in all departments of the business. Summed up, it is nothing more nor less than confidence in your goods, constant touch with their salability, and keeping at it in a tactful way."

Buying Boys' Clothing

Retailer Suggests that Manufacturers Carry Fewer Patterns — Basis for Spring's Purchases.

"It is a very hard matter, in fact, impossible, to lay down a hard and fast rule to govern the size and quantity basis on which to buy boys' clothing," states J. E. Robinson, of the Robinson Co., Napanee.

"During the last few years there has been a radical change in our trade. A few years ago we sold many more three-piece suits than we do now, even in sizes 28 and 29, selling almost as many three-piece as two-piece, and rarely selling any two-piece suits larger than 30 size. For the last few years we have been very rarely selling sizes 28 and 29 in three-piece, while in sizes 31, 32, 33 and 34 we sell as many, if not more, two-piece than three. There seems to be a stronger feeling this Fall for three-piece suits than there has been for several years.

"In order to properly, or even approximately, gauge the size and quantity basis on which to buy each season's stock, one must be very closely in touch with the trade of his own locality.

"We figure that we will require to buy next Spring's stock on this basis:

NORFOLK SUITS.

Sizes	24	25	26	27	28	29	30	31	32	33
Quantities	1	1	2	4	4	2	1	1		

2-PIECE PLAIN COAT SUITS.

Sizes	26	27	28	29	30	31	32	33	34
Quantities	1	1	2	3	3	3	3	2	2

3-PIECE SUITS.

Sizes	29	30	31	32	33	34
Quantities	1	2	2	3	4	2

"We wonder if all retailers find the same trouble in repeats as ourselves. Usually when we sell out sizes and write in for more, the reply comes back, "Regret No. so-and-so is sold out." Would it not be better if the manufacturers were to carry fewer patterns, choose them carefully for their attractiveness and quality and then buy more freely? What traveler will not agree with me, when I say that a great many of the patterns they show are never purchased, except by a very few houses? The great bulk of each manufacturer's business is done, no doubt, on a very small proportion of the patterns shown. Would it not be better to confine their buying to these more attractive lines and then prepare for repeats?"

Another Size and Quality Scale

A. McGachie, manager of the clothing department, the John White Co., Woodstock, sends The Review the following size and quantity scale, on which he buys boys' and children's clothing:

	25	26	27	28	29	30	31	32	33	34
Bloomer suits	1	1	2	2	3	3	2	1	1	1
St. knicker	1	1	2	2	3	3	2	1	1	1

	20	21	22	23	24	25	26	27
Child's Buster suits	2	2	2	1	1	1		
Child's blouse suits	1	1	1	2	2	2	1	1

Odd knickers, straight or bloomer, on same basis as bloomer suits.

"I omit vests in about one-half of my buying, as I find the suit sells just as well as a two-piece. This applies to Fall as well as Spring, the reason being nearly all boys wear sweaters."

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

The Profit is Good

on Kant-Krack collars and that good profit is continuous, because every sale of the Kant-Krack collars leads to more sales. The reason is that Kant-Krack collars can be guaranteed to wear longer. You can demonstrate the superiority of Kant-Krack collars by calling your customers' attention to these (3) three features:—

1. The whole collar, though made of linen, waterproofed, is very pliable.
2. The patented flexible lips relieve the strain on the front fold.
3. The patented slit in the back prevents the collar button pressing hard on the wearer s neck.

Kant-Krack salesmen are now on the road. A thorough examination of samples when presented will serve your own best interests.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton :: Ontario

Another Link in Dunfield-Bellinger Chain

Three Progressive Men's Wear Stores, the Younger of Which was Opened Recently — All Under the Management of Young Men — History of Dunfield & Co. — Good Business Methods.

THE opening, early in September, of the third Dunfield-Bellinger store in Toronto, brings into prominence a notable instance of development in men's wear merchandising.

While to all outward appearance the men's furnishings and men's clothing sections in these three stores suggest the enterprise and the organization of an individual establishment, such in reality is not the plan. Each division is entirely independent of the other, with separate management and staff and no relation whatever between controlling heads.

Six Progressive Divisions.

Specializing as they do in different lines, each side has its distinct history and the present stage of development renders each of more than passing interest. On the one hand there are three bright, progressive men's furnishing departments conducted by Dunfield & Co. and on the other hand there are three modern and equally successful clothing establishments—The home of Fashion-Craft clothing in Toronto—under local control and owned by Peter Bellinger, but each of the six has the head, staff, equipment and dimensions of a complete store.

While each is under separate control, however, some advantages accrue to both by reason of their related locations, it being possible, for example, for the selling force of each to co-operate tactfully, whenever occasion demands, by way of suggestion to prospective customers.

Methods in the Bellinger Stores.

Fashion-Craft clothing had its introduction about six years ago and to-day there are in Canada one hundred or more branch stores, served by Fashion-Craft Manufacturers, Ltd., Montreal, specializing in high-class lines, including tuxedo and full dress suits. The clothing is received at the stores in partly-finished condition and the salesman is thus enabled to fit the garment properly. This done, it is pased on to the workrooms and delivery made within two hours. This is one of the features of the Bellinger service. The cash principle is adopted in all of the stores, a fact which works to the advantage of the customer since all expense entailed where credit of any kind is allowed, is thereby eliminated.

A glance at the interior views of Bellinger stores illustrated here, shows that the old-fashioned method of carrying clothing on tables has been discarded for the much more satisfactory wardrobe system, by which garments are kept in first-class condition. Trousers are not suspended from racks, but are neatly arranged on slides in the bottom of the wardrobes, whence they may be easily drawn for display purposes. The whole arrangement is one that facilitates salesmanship.

Conference of Managers.

Twice a year conferences of Fashion-Craft branch managers are held at the head office in Montreal when style tendencies and ideas as well as local preferences are discussed and garments evolved which have reliable selling value.

The managers of the two senior Toronto stores

HEADS OF THE THREE BELLINGER STORES

HERB. A. IRVING

102 Yonge St.

PETER BELLINGER

22 King St. West

STEWART PRICE

426 Yonge St.

Proprietor of the three stores

MANAGERS OF THE THREE DUNFIELD STORES

GLEN S. CASE
22 King St. West

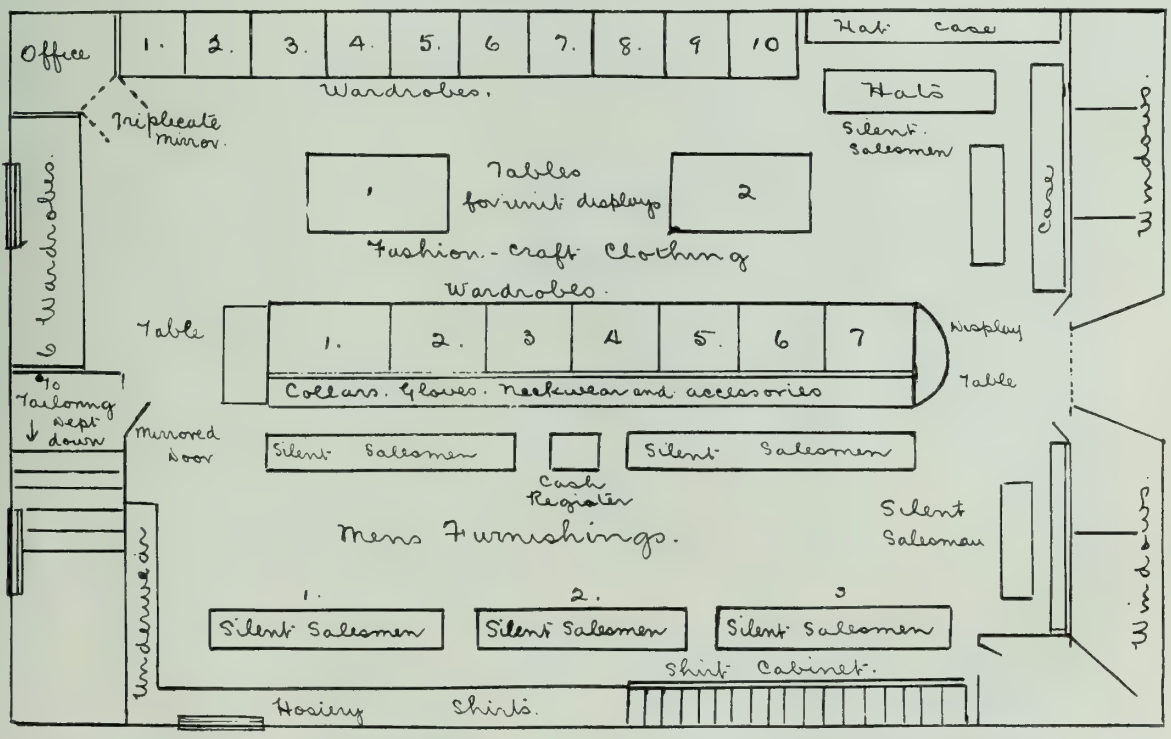
GORDON DUNFIELD
102 Yonge St.

CHAS. T. SARGENT
426 Yonge St.

Also supervises the buying.

are men who by reason of their active association with the men's clothing trade for from 15 to 20 years have each built up a very successful business. P. Bellinger in the King street store, and Herb A. Irving in the Yonge Street branch report good gains over the record of last year. A fact which is its own tribute to well directed management.

Mr. Bellinger's experience in the clothing business dates back 27 years. He carried on a successful merchant tailoring business on King St. for twelve years. Then, recognizing the many good points about ready-to-wear clothing and the promising future for it, he entered the new field, and was the first to sell high-class garments in Toronto. Six years ago he took up Fashion-Craft clothing which has made steady progress from year to year and today stands in the front rank. Mr. Bellinger is a director of Fashion-Craft manufacturers, Ltd., Montreal. The new store at 426 Yonge St. is the second branch store opened in Toronto within the past year, a fact which is strongly indicative of healthy growth.



Plan of Dunfield-Bellinger store, 426 Yonge St., Toronto. It would be difficult to improve on this arrangement for compactness and display facilities. The entire store is in mahogany finish.

Arrangement of windows in the new Dunfield-Bellinger store, 426 Yonge St., Toronto. It will be noted that the displays are not massy, but are divided into sections, each containing attractive units.
(See also page 96).

The New Store.

The youngest of these Toronto stores, 426 Yonge St., is compact and exceptionally well arranged. It has a frontage of 36 feet on Yonge street, and a depth of 48 feet. There is a window space of 16 feet on Buchanan street, and the entrance is in the centre of the Yonge St. front. As the illustrations show, one side is devoted exclusively to displays of men's clothing and the other side to furnishings. On the right of the entrance are two rows of wardrobes, and in the central space are tables for neat unit displays. A large hat case is located on the right. The wardrobes extend along one-half of the rear and in the corner space thus produced is the office. Here a triplicate mirror is formed by the door of the office and two slides of the same size fitted into the adjoining wardrobes.

The clothing department is in charge of Stewart Price, who has been with Mr. Bellinger for seven years, and whose ability as a salesman and practical business experience won for him this station.

An Attractive Arrangement.

The men's furnishings are on the left of the entrance. It is equipped throughout with all glass display cases in which goods are effectively arranged. One of the fixtures here is worthy of note. It is a shirt cabinet, containing apartments for different sizes, and is proving its value not only as aid to clean stock-keeping, but also helps the salesman very materially in selecting the line required by the customer. The door slides horizontally and only the sections required are exposed at a time. The same fixture is in use in the other Yonge street store, with

Interior view, furnishings section, Dunfield-Bellinger store, 426 Yonge St. Arranged purposely to show shirt cabinet on left. This is 15½ feet long and 8 feet high and is divided into apartments, each about one foot square and in sufficient number to contain the range of regular sizes. It has glass sliding doors and has proved its value as a good stock keeper and display fixture. Cost, about $160 in mahogany-finished birch.

the difference that the door slides vertically and all sections are exposed at once.

A unique display stand directly opposite the door of this store takes the form of a semi-circular table, forming a part of the central fixture, but only about three feet high. On this it is possible to place attractive unit trims such as that shown in the accompanying illustration.

The men's furnishings or Dunfield side of this store is in charge of Charles T. Sargent. He has been with the firm for three years, and has had a wide experience in handling men's wear lines.

The new store is therefore manned by two energetic young men whose selection is indicative of the confidence felt by their respective firms in their ability to win for their store the success achieved by its predecessors.

Unit display platform directly opposite entrance of the new Dunfield-Bellinger store. It is built into the central fixture and the display shows its great advertising utility.

Progress of Dunfield & Co.

Dunfield & Co., have been in business for 25 years. The senior member of the firm, H. Dunfield, started business under the firm name of Dunfield & Co., on the 10th of August, 1889. His first day's business amounted to $3.85; first week's business, $63.15; first year, less than $6,000. To meet the requirements of the business three successive changes to larger quarters were necessary, and in September of last year they occupied their new store at 102 Yonge street. Five years ago Mr. Dunfield took his son Gordon in as a partner, and, in February last, Radford Dunfield, his second son, was also admitted to partnership. About two years ago, the King street store was opened and the latest development is the third establishment at the corner of Yonge and Buchanan streets.

How Departmentized.

Gordon Dunfield, besides having supervision of the buying, is manager of the central Yonge street store, and the policy and methods adopted in this is applied to all three. There are six departments—shirts, underwear and hosiery, gloves, collars, neckwear, and all lines outside of these five. The hat department is separate, bearing its own charges for advertising and other expenses. A good business has also been developed in made-to-order shirts.

Each department has a manager and assistant who are responsible for stock conditions. Reports are sent regularly to the buyer's office, showing the standing of different lines and advising as to repeats.

Interior view, clothing section, Dunfield-Bellinger store, 426 Yonge St., Toronto.

Interior, Fashion - Craft store, Yonge St. A gallery surrounds this department and reserve stock carried in wardrobes located there. In the rear, having a clear view of the store, are the offices.

in the collar section, a particularly strong one, lists are taken every Monday morning showing the condition of the special line. A record of the others is taken on the day following. All stock-taking, filling up and other work necessary in completing departments daily is done before 11 o'clock each morning.

The successful development of the underwear department is due largely to the fact that it is in charge of a practical man who knows values thoroughly and has sole charge of sales. No other member of the staff enters this department to sell unless at the request of a customer or otherwise absolutely necessary.

Encourages Initiative.

Recognizing the desirability of co-operation, the firm give every encouragement to members of their staff to exercise their initiative and to bring forward new ideas. The stores are open in the evening, but no member of the staff is required to work more than two nights a week and each man has a half holiday every week.

Glen H. Case, manager of the King street store is more than a good salesman. He is regarded as an

Front view of the Dunfield-Bellinger men's wear store, 102 Yonge St.,

Interior view of the Dunfield-Bellinger store, 22 King Street West, Toronto.

authority on men's wear vogue, is a close student of style tendencies and has that scope of information necessary to the management of a store in a high-class quarter. Coupled with this, he is an expert window trimmer and can appraise to a nicety the drawing power of his displays.

Keeping Stock Clean.

In order to clean out lines that threaten to become shelf-warmers, special sales are held twice a year—10 days in the latter part of August and again early in February. These are the only occasions upon which prices are made an outstanding feature of the newspaper advertising. No purchases whatever are made for these sales and no staple articles, regarded as being good salable property, are included in the list. In this way price standards on all regular lines are maintained. The effect of such policy, therefore, is to avoid those dangerous precedents which sometimes demoralize the demand to the injury of best merchandising lines. A men's furnishings catalogue is issued twice a year to a special list of regular customers. This booklet is

Concluded on Page 88.

102 YONGE STREET
22 KING ST. WEST
426 YONGE STREET

DUNFIELD & CO.

Order No. C 550

TORONTO, CANADA ..... 191.....

Order Given to.....

MARK PACKAGES: D T

How Ship ..... When Ship.....

Terms ..... Order Taken by

IMPORTANT.—Notify us when you will make delivery if you cannot ship on the date specified

QUANTITY	DESCRIPTION																				PRICE
		5²	5⅜	6	6¹	6²	6⅜	7	7¹	7²	7⅜	8	8¹	8²	8³	9	9²	10	10²	11	11²	12	
		26	28	30	32	34	35	36	37	38	39	40	42	44	46	48	50	52	A	B	C	D	
		12	12²	13	13²	13³	14	14¹	14²	14³	15	15¹	15²	15³	16	16¹	16²	16³	17	17²	18	18²	

SHIP TO 426 YONGE STREET

ANY CORRESPONDENCE IN REFERENCE TO THIS ORDER TO BE SENT TO THIS ADDRESS

The order form used by Dunfield & Co. in connection with their T oronto stores. The sheets proper are 8 inches wide and 12 inches deep. Possible size ranges in gloves, hosiery, shirts, underwear and collars are placed in parallel columns at the top and the sheet is ruled vertically and horizontal ly, so that the quantity in each size may be accurately placed directly underneath the proper heading. T hree copies of this order are taken; one for the manufacturer, one for the branch store and one for the main office. The sheets are filed and are valuable for reference.

How to Make a Useful Glove Cabinet

Practical Information for the Merchant Who Cannot Afford the More Expensive Modern Fixtures — Necessary to Keep Stock Fresh and Neat — Details by Ingenious Window Trimmer Who Did the Work.

By Geo. Sharp, with Finch Bros., Hamilton.

THE accompanying photo shows a glove cabinet that will be found to be very useful to any merchant in keeping stock fresh and neat.

One of the most important features, together with good salesmanship, is the care of the stock. If your stock does not appear well and look fresh, it is as hard again to sell as stock which has been kept well and looks fresh and new.

Many merchants cannot afford the expense of installing up-to-date fixtures, this glove cabinet is not expensive, and can be made on your own premises and installed in the shelves of the store fixtures, forming part of the cabinet, as was done in this store.

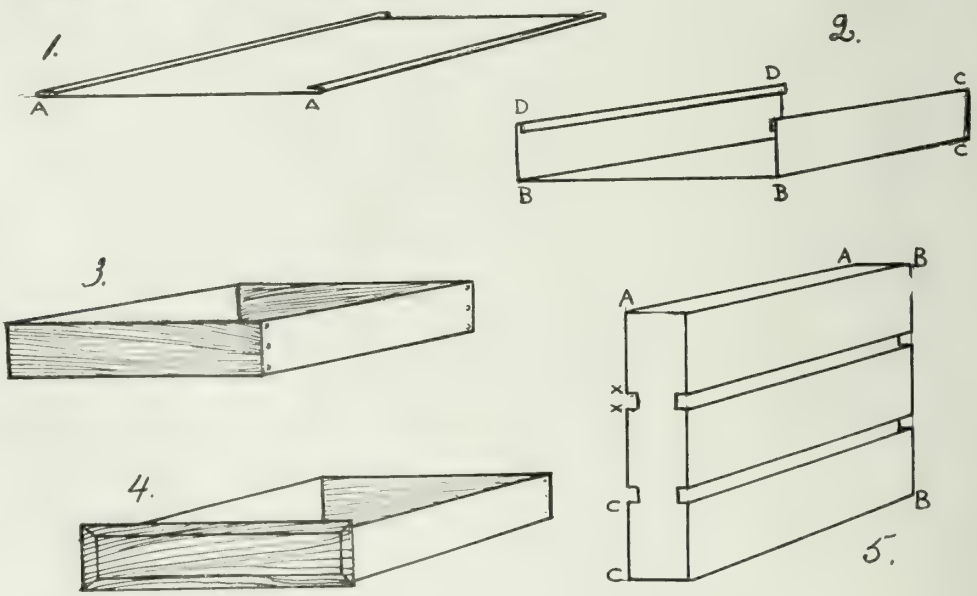
These dimensions are to fit the shelves in this case, but can be altered and sized according to suit any shelving, and at any time can be removed without damaging the fixture a particle.

The shelves are 10⅜ inches apart and 90 inches long, to the first upright division that is not removable. By careful measuring and exact fitting, twenty-seven drawers, 9 inches wide and 3 inches high (exactly) will fill this opening, allowing one inch space between each at the sides and ⅝ of an inch between top and bottom.

The Making.

These non-breakable drawers are made of galvanized tin with wooden ends. The tin is not very heavy, the size 15½ inches by 13 inches. Turn the edges on each side over flat, taking care that you only use ¼-inch for each side; that will leave your tin 15 by 13 inches; then measure 3 inches to turn up on each side.

Glove case in position behind counter. See article for instructions in making.



Drawings showing sectional divisions of glove case for guidance in making.

How Would You Handle This Problem ?

Boy (replying to mother's question)—"Yes, I think I would like that suit very well. Something like dad's, isn't it?"

Mother—"Yes, it's very nice, but I had thought of something else. We had better wait and bring your father in to see it."

A MOTHER and her 10-year-old son enter a clothing store to look at boys' suits. The salesman shows them several, and of one or two the boy expresses approval. His mother is indifferent, and wants to wait until her husband can come and help decision.

Probably she has some intention of inspecting another store's assortment. The father may or may not be a customer of the store, and it may be the first time that these people have given the merchant an opportunity to sell them something.

It is up to the salesman to arouse the mother's interest in the suits.

The Review would like to have opinions from salesmen on the following questions :

How would you handle this case in order to land the sale? Would it be good policy to tell the mother that her son was the better judge? If so, please give the exact words which you would address to the customer. Describe similar instances in your experience.

For the three best answers, the following prizes will be paid :—

FIRST	SECOND	THIRD
$3 and Review for One Year	**$2 and Review for One Year**	**$1 and Review for One Year**

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in 15th of November number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than Nov. 9th.

As shown in figure No. 1, from a to a is 15 inches, showing after ¼-inch rolled on the edge to prevent cutting the hands when handling.

Figure No. 2 shows that from b to b is 9 inches, the tin bent ready for use. From c to c is 3 inches, from d to d is thirteen inches.

This completes the measurement for the tin part, which forms the two sides and bottom of the drawers. For the ends cut your wood ⅜-inch thick and 3 inches wide, then saw your cuts 9 inches long, making two for each tin, fit one on each end of the tin and secure them by means of small nails, one inch in length. When this is done face the front side only in oak, allowing ¼-inch to lap or project so that when the drawer is placed in the fixture it will be dust-proof. To add to the finish of the front pieces, bevel the edges all around.

Figure No. 3.—The size of this piece of oak is 9½ inches long, 3½ inches wide, and ½-inch thick, with a slight bevel. Fasten this oak piece to the front of the drawer by means of No. 5 ¾-inch wood screws, driven from the inside. It will then appear as in figure No. 4.

Finishing the Drawers.

Paint or paper the inside so the tin will not tarnish whatever may be kept inside the drawers. This will complete the work on that part of the cabinet, except staining and varnishing the oak facings, which will be explained with the finishing of the shelving. As said before, the shelves were 10⅜ inches apart, and deep enough to let the drawer in. This shelving was just 12 inches deep, of pine, so the divisions were 10⅜ inches high, ⅞-inch thick and 12 inches deep, with 2 grooves ¼-inch deep, each 3⅛ inches apart.

Figure No. 5.—A to A is 12 inches; B to B is 10⅜ inches; C to C is 3⅛ inches; X to X is ½-inch; and the groove is ¼-inch deep on each side to allow a ½-inch board to fit in. Cut this board 9⅝ inches in length, having it 12 inches wide, same as shelving, placing these divisions on edge in the shelves and insert the thinner parts of boards.

When this is done, drive them together snuggly and fasten, then face them with strips of oak to match drawers. This will be the same thickness as the different parts of the cabinet, but will be one inch deep; that will make the cabinet 13 inches from front to back; deep enough to allow the drawer to slip in and make the cabinet dust-proof. If any other finish may be desired, different wood may be used. In order to make a nice finish the wood must be sandpapered well, then use the stain. Allow the stain to dry for two or three minutes, then remove with a cloth. This will show the grain. Leave to dry over night, and varnish, or if dull finish is required, wax with floor wax and polish.

For Gloves, Neckwear and Hosiery.

Three cabinets of this same description have been made by Geo. Sharp, trimmer and show card writer, and installed in Finch Bros.' new store.

One cabinet is in use for gloves, another for neckwear, and the third for men's hosiery. They are all different sizes are built on the premises to suit the fixtures, and they are found to be of great help to the salespeople in the busy season. They are of neat appearance, good stock keepers, and not expensive, if you have a handy man about the store who can make them.

Another Link in Dunfield-Bellinger Chain

Continued from Page 85

issued Spring and Fall and is used largely for the introduction of new goods.

Satisfactory Buying System.

In connection with their buying system Dunfield & Co. use a form for all three stores which it is claimed, gives excellent satisfaction. A sheet is here reproduced to show the headings and to convey the general idea. Three copies are made in filling out an order. One is sent to the manufacturer, one kept for comparison in the branch store for which the goods are ordered and the other is for filing purposes. The sheets are made up in the form of a pad. At top are three rows of figures for the possible range of sizes in gloves and hosiery, underwear and collars, and in vertical columns beneath are placed the amounts required in each. The name of the store is indicated at the bottom. By the use of this system, mistakes in filling orders are checked and a future guide for the buyer is always available in the file copy.

Windows Bring Business.

The windows of the Dunfield-Bellinger stores are examples of the practical selling idea in display. Those of the two Yonge street stores have dividers in which units of different lines may be shown to advantage, while the rule observed by Mr. Case in the smaller King street windows is that a crowded window answers no good purpose. On the clothing side massy displays are avoided and attention focused as much as possible on individual garments.

Robt. C. Wilkins' New Factory

The Robert C. Wilkins Co., Limited, have moved their factory to Farnham, Que. Their reason for leaving Montreal was the scarcity of female help. This has been remedied in their new factory. It is situated on the banks of the Yamaska river, and answers every purpose admirably. Since starting eighteen years ago, this business has expanded greatly.

R. C. Wilkins is president and general manager of the firm. His four sons work with him, viz.: R. C. Wilkins, Jr., Montreal, manager; L. St. George Wilkins, secretary-treasurer; W. F. Wilkins, manager of the manufacturing department, and John F. Wilkins, who has just entered the office as junior.

Held Guessing Contest

One merchant who had exhausted several different forms of advertising used a plan which brought people to his store at small expense to him. He held a guessing contest for one week. During this period he decorated his window with an assortment of fancy goods and smallwares. To the person guessing the nearest to the total retail value of the articles shown the merchant offered the choice of any article in the window. The contest proved to be a big success. There was never a day during its continuance but some people came into the store and guessed. Hundreds of people stopped and looked at the display who, were it not for the guessing contest, would not have been attracted.

Extracts From Live Ads.

Make way for the well-dressed man:—Clothes do not make the man, it is true; yet clothes are universally accepted, as a visible evidence of a mans' character, ability and success. In business or in love the well-dressed man possesses a powerful advantage over his poorly or carelessly dressed rival. Correct and fashionable attire is practically indespensable, nowadays to a successful career whether business, professional, political or social.—Archie McGillis, Fort William.

* * *

Quality is uppermost in this department—Quality assures satisfaction in wear and in looks. Quality makes a customer and quality keeps a customer.—Reid & McDonald, New Westminster, B.C.

* * *

In the Boys' Own Section.

The boys' clothing section of this store can be relied on to give as much satisfaction in the matter of boys' clothing, as the boys' father is sure of getting in the men's section. We are catering to the boys exclusively in this department.—Regina Trading Co., Regina.

* * *

A Credit to Yourself:—You will be a credit to yourself, your taste and your good judgment, when you appear in one of these suits; You will be a credit to us too; that is why we want to sell you one.—M. J. Phillips, New Westminster.

* * *

There can be no question of value:—Our clothes are acknowledged the best. No just person would for one minute doubt the fact that they are getting full value for their money when they examine our clothing.—J. E. Brown & Co., New Westminster.

* * *

Trousers for stout men.—There is very little excuse now for the man who says I can never get my trousers large enough to fit properly.—Robert Craig & Co., Brockville.

A belt selection.—We're tied up tight on overstock of belts—will you help us loosen the knot by helping yourself to some generous savings.—D. W. Downey, Brockville.

* * *

Pride in Your Clothes.—Appropriateness, fitness, tone and effect are the qualities you want, young man, if you've the least pride in your attire your clothes must fit your figure. But more than this they must fit your personality—actually be a part of yourself.—W. & J. Wilson, Victoria.

* * *

Suit Satisfaction:—Seen Jones and Brown? If you have, you certainly noticed how well they're dressed. It happened this way. Jones came in and selected one of our $20 suits. It is one of the new models in a grey worsted fabric. Jones was so well pleased that he told Brown—and then Brown came in and selected one of our $25 suits. A little more luxury about it, that's all. We fitted Brown as well as we did Jones.

The result—Jones and Brown are two well dressed men—saved some money and both are happy. There's a moral to the tale—can you guess it?—Emory & Walley, Nelson, B.C.

* * *

Good Fellowship.—and harmony can only exist among kindred spirits—when you are in company with good clothes you are at ease with yourself and in harmony with good surroundings if you are well dressed. Your suit is in style if we sold it.—A. Beck, Ridgetown.

* * *

Never too busy to show you what you wish to see.—We will give you all the style there is going and all the dressiness that distinguishes the work of tailor, who knows.—A. Halliday, Prescott.

* * *

He was neatly dressed.—No matter what else a person could say about you you would always be pleased to hear that you were thought to be neatly dressed.—G. W. Bogart, Chesterville.

Show cards used by The T. Eaton Co., Toronto. The two horse show samples contain a good idea. They consisted of yellow cards on blue ground, with the horses' heads cut out and inserted in an oval opening in the yellow card, to the back of which they were fastened. The figure in the central card was hand-painted, but the card man who has not an artist to fall back upon can secure a good effect by applying a cut-out figure, following a similar design.

What You Would Pay for an Electric Sign

Original Cost the Big Item — Some Figures From the Merchants Along Yonge Street, Toronto — How Flasher Mechanisms Work — Consumption of Electricity Controlled by Time Switches or Patrol System — Wide Use of Electricity for Retail Advertising Purposes.

Editor Dry Goods Review.—What would it cost to install an electric sign in front of our store? What kind would you advise? While in Toronto during the fair I noticed many different types in use on Yonge street, and one similar to Hickey's would answer my purpose very well as I am in the same line. Please send me some particulars.

In answering this question the Review has an exceedingly interesting illustration to present. It is reproduced from a night photograph of Yong street, Toronto, taken from the top of the Traders Bank building. Looking north a very brilliant spectacle is presented.

The thoroughfare is lined with columns surmounted by large white bulbs of light and blazoned against the night are the names of different business houses done in electric lettering, some in bold, steady, clear-cut design, others in more unique form, with hidden mechanical apparatus spelling out the name or outlining in living colors some figure calculated to enhance the advertising of the display. With all due apologies Toronto assuredly has something of a "Great White Way."

Electricity and Advertising.

On one thing Yonge street seems to be unanimous—that electricity has its advertising value. The cost must be reasonable, else there would be no such lavish use of it. The merchant reasons that it is a good thing to have his name stand out prominently at all times. This an easy matter in the daytime, and electricity renders it equally possible at night. In fact the carrying power of an illuminated sign during the evening is much more effective because the neutralizing effect of different colored backgrounds is then removed.

Different Types.

All of the large signs noted in this illustration are of the grooved letter type. That is, the letters made of galvanized iron, are hollow, with sockets set into the base for the electric bulbs. The wire for the current is run through a central framework. From face to face of the lettering on each side is a depth of about ten inches

The first cost of a sign such as this is the big item, and this varies according to the size of the letters used. A fourteen inch letter which is regarded as the best for a firm name when done in the groove design, would cost about $8 each complete, and the cost would be considerably enhanced if the merchant called for the mechanical attachment necessary to repeat the name letter by letter. This is done either by the addition of a thermostat flasher, by which a wire, expanded and cooled alternately, regulates the electrical circuit, or by the use of a small motor. The former costs $30, and the latter $50, but there is some compensation in this, for when a sign is spelled out letter by letter repeatedly, instead of burning steadily all evening, the cost of operation is reduced nearly fifty per cent.

The Hickey sign referred to in the letter of inquiry, which, by the way, is from a men's wear dealer in a large Ontario town, is of the grooved letter type. It may be noted near the right front of the view. The original cost was $150, and the cost of electricity for operation, $5 a month. It is suspended above the entrance to the store and extends out over the pavement about eight feet. The letters are about 18 inches deep.

Prismatic Glass.

Another type of sign frequently used for firm names is made of flat or raised molded lettering in prismatic glass. In constructing this sign the lights are inserted in a box, one lamp for each letter, and

The Hickey sign cost $150. Expense of operating, $5 a month.

reflectors are so placed that the maximum amount of light is thrown from the lamp to the letter on each face of the sign. The letters, whether flat or raised, are invariably set in a black ground, generally of glass, so that in daytime the name will stand out quite effectively.

A sign in prismatic glass, with eight-inch lettering, would cost about $5 per letter complete, and the operating expenses for five letters for one year, based on Toronto rates for electricity of five cents a kilowatt hour, would be in the neighborhood of $12. This is regarded a maximum standard of charge, for the larger the sign and the more power used, the cost per kilowatt hour is lessened. Prismatic glass signs are used either in the form of an ordinary name-plate against the wall or are suspended above the pavement with the name on either side

Another form of sign is the now almost obsolete transparency, with the necessary lettering painted on the glass sides of a box, and one or more lamps inside, while still another type that is passing is that in which the lettering is done in white metal on a frame, and the light reflected thereon from a lamp placed a few feet opposite.

When a firm name is done in the regular gold lettering, an electrician can render it most effective for night work by sinking socket holds in the lettering and inserting electric bulbs. Such a sign may also be reconstructed so that the necessary mechanism can be applied for repetition of the name letter by letter. A glance at the Yonge Street signs, however, shows the very general use of the double-sided sign, either of grooved or prismatic lettering.

Cost of Yonge Street Signs.

The large Hassan sign, one-half of which is seen on the right foreground of the illustration, is forty-five feet high, thirty-six feet wide, contains 950 lights, original cost $2,000, and the expense of

Night view of Yonge Street, Toronto, showing extensive use of electric signs by retail merchants. For details of cost for installing and operating different kinds of signs see article.

operation is $75 a month. The lights are steady, but across the face of the green, red and blue border a shadow is made to pass by the extinction of lamps at regular intervals. This forms the illusion whereby the impression is conveyed to the eye that something is passing between it and the sign. In the border of this piece, every fourth lamp is connected and the shadow effect is produced by the mechanical device which switches on and off in the proper time.

The Fairweather sign on the left cost originally $1,400; contains 800 lamps, and to operate costs $20 a month based on meter rate. This sign has a height of about thirty-five feet, with the name arranged vertically. It is crowned by a device calculated to emphasize the motto, "The House of Quality." A rocket effect is introduced by means of a mechanically controlled switch. This first flashes a single line of grooved lights, which ascending finally curves and bursts downwards into several branches, and at the same time the motto and the entire name is illumined. It makes a very effective sign.

Another somewhat similar, though smaller, is that of the London Feather Company, scarcely discernible on the left. This is also a flasher sign, costing about $550 originally and $10 a month operating expenses. It has over 300 lamps At the bases of this sign the lamps are mechanically extinguished and lighted in such a way as to impart a wavy effect to a feather design used as the base.

The same shadow effect introduced in all of these signs may be employed to simulate lightning, smoke, flowers, liquid, flags, etc., with realistic and very striking effect.

The Ryrie sign, standing out against the sky on the left is a notable example of cheap advertising. This sign was constructed for about $1,200, is 30 feet long, 15 feet high, contains 1,000 lamps, and costs to operate only 25 cents a night. This is a flasher sign and its cost forms a very interesting comparison with that of the Hassan sign previously referred to in which the letters are burning steadily.

Average Three Hours a Night.

The electric signs along Yonge Street are in operation, on an average, three hours each night the year through. The majority are controlled by a time switch, on the eight-day clock principle, by the regulation of which they may be turned off and on, at any time the merchant requires, without interference. This mechanism and any other required is generally enclosed in a weather-proof box on the roof of the building. Very seldom does the apparatus get out of order, but to guard against anything of this kind, a system of monthly inspection is adopted. In connection with many of the signs the lighting companies sometimes operate a patrol system for turning off and on at the time required, eleven o'clock being the generally recognized time limit.

For Interior Use Also.

Not only for outside purposes, but also for interiors, where it is desirable to designate important departments, stairways or elevators, electric signs of the prismatic glass type are employed to good advantage. The T. Eaton Co., for example, mark locations in their store in this way

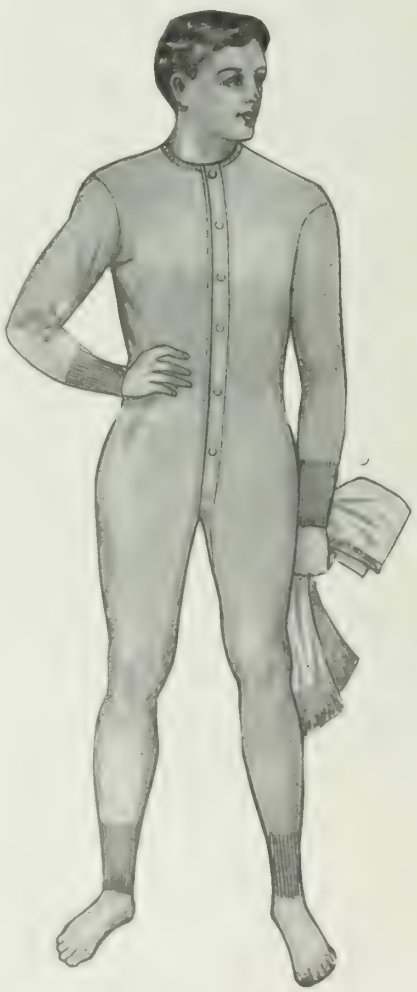
Now that electricity is being commercialized all over the country on a fairly reasonable basis it would seem that its practical application for advertising purposes by merchants in every line will now become widespread.

A striking example of the elaborate and effective use to which Toronto merchants are putting electricity for advertising purposes is the fact that the Sellers, Gough Co., Yonge Street, are having their fur store outlined with electric bulbs. In all, 700 lamps, with a space of 9 inches between each, will be used, and a large grooved name sign is also to be erected.

Merchants farther removed from the business centre of Toronto are also adopting the electric sign. In front of Walker's dry goods store on Spadina Ave., for example, is a large piece "Walkers—Dry Goods," done in grooved lettering. This sign cost $425 and the expense in connection with it is $10 a month.

Local Regulations.

In nearly every town and city there is a by-law regulating the height above the pavement at which a sign may be. In Toronto, the lower edge of a sign must not be less than 9 feet 6 inches above the walk, and it may extend to the boulevard or the outside of the pavement. In some places the by-law does not permit of an extension beyond 3 or 4 feet of the building, but cases are known where this regulation has been recently changed.



Closed crotch, spring needle, balbriggan combination underwear. Fit, comfort and elasticity are the features of these garments. Spring samples shown by The Ellis Underwear Co., Hamilton.

Selling Hats by Forceful Window Display

Interior and exterior view of the new hat store at the corner of Yonge and Richmond Sts., Toronto, recently occupied by L. J. Applegath & Son. The store has a frontage of 18 feet on Yonge St. and 68 feet on Richmond St. The entire frontage is used for entrances and window space, the latter having a depth of 7 feet on Yonge St. and 3 feet on Richmond, and a height of 14 feet, with prism lights on top. The windows and interior are finished in bird's eye maple, the cases being 8 feet high with mirrors at intervals. Glass cases run the full depth of store; large mirror, 8 x 9 feet, in rear. Fixtures from old store used for reserve stock in basement.

Suggestions in Furnishings and Clothing Display

Shirt, neckwear and hosiery trim by J. K. Dallimore, with J. M. Hickey, Toronto. This display is admirably adapted to a small window, the arrangement being such as to focus attention upon the goods.

A very neat display of Men's Clothing and Furnishings in which simple but useful fixtures are employed to particular advantage.

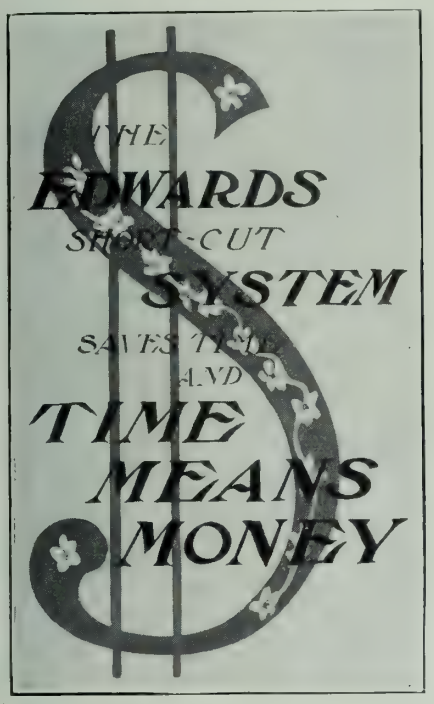
Lesson 8--Complete Course in Cardwriting

The Edwards Short Cut System --- Showing One of the Speediest Brush Stroke Letters Used in Modern Cardwriting --- The Slant Roman

(By J. C. Edwards. Copyright Canada, 1911.)

THE greater speed a cardwriter can attain and yet turn out a neat, clear card, the more valuable he is, for in this day of hurry and scurry, the man who gets there first is the one who wins his spurs first.

In the accompanying plate we show the fastest practical lettering that the cardwriter of to-day will be called upon to do and yet it is as legible as its mate, the Brush Stroke Roman.



Card showing application of letter here described

The greater speed lies in the slant which is the natural tendency or position for fast forward movement. For instance, a bicycle rider leans as far forward as he can when he is racing; a horse, in running, leans in the same way and it is so in most things when speed is desired. However, this gets away from card-writing and from the real reason why this lettering is more quickly made than the straight style.

When you first started lettering, did you not find your lettering had an almost irresistible tendency to lean over to the right?

This is accounted for by the hand taking its natural untrained course as regarding card-writing and its training from infancy in writing.

Now that the student has mastered the straight up and down style of showcard lettering so far, we will give a little instruction in the more speedy brush work.

The beauty of this style lies almost entirely the degree of success in getting a uniform slant to the letters and in the sharp clean spurs.

The best way to start is to take your practice paper and rule it in a series of pairs of lines. Then note the angle of the first stroke in letter B, not A, for the first stroke in A is necessarily at a greater slant than is necessary in most of the other letters owing to the two slanting lines coming together to form the letter face. Place your square or any ruler on the card or practice paper at the same angle as the above mentioned 1st stroke B, and draw parallel lines faintly between each pair of cross lines at intervals of two inches or so. This will give you guide lines to regulate your angle until you get it thoroughly fixed in your mind. Practice making parallel lines with the brush at the above slant. Don't be afraid to practice.

You will notice that, while this style of lettering is very much the same as the preceding brush stroke Roman of plate 6, there are a few points of difference which tend to add speed.

Take for instance the letter C and compare the brush stroke, second, or finishing stroke, in the above plate with the corresponding stroke in plate 6, and try to make both. You will find it requires more effort on your part to manipulate the brush to execute the last one.

Then look at the centre stroke (No. 5) in the E and compare it with the series of strokes (5, 6, 7 and 8) in E of plate 6. The same applies to F. You also gain time on stroke 2 of the J, strokes 2 and 3 of the S, and stroke 3 of the G.

It will be noticed that a few of the details are worked out in the lower right hand corner of the plate. This shows the spurs in detail, also the formation of the top of the T, E. and F.

The shading shown in this plate is the right hand lower style, and is one that is not commonly used but is merely demonstrated here to give variety.

It is harder than the left hand lower as shown in plates 6 and 7 and is also more difficult than the right-hand top shading previously shown. We do not advocate its use on this style of lettering as it is not speedy enough. However, practice makes perfect and speed is the result of perfection.

Showing position of brush in hand while lettering.

The brush must be held always at the same angle to ensure correct shading. You must take for granted that the light falls on this letter from the left hand top corner of the card which would throw a shadow as indicated on the plate.

The accompanying card shows the speedy slant Roman put in actual use. The decoration consists of a large $ mark in grey, forming a relief for the lettering.

The dollar mark carries out the idea of the inscription and strengthens it to some degree.

The speedy slant lettering is particularly well adapted for use on price cards and general quick store work. Practice the straight slant strokes until you have perfected them, and got the angle firmly fixed in your mind.

For particulars regarding brushes, etc., write to The Dry Goods Review or to the author, J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.

See plate on inside cover of "Men's Wear Review."

Not a Necessary Nuisance

Oscar M. Danby Regards Boys' Clothing as a Most Profitable Line—His Size and Quarterly Scale.

Oscar M. Danby, formerly with the Anderson Co., St. Thomas, now with Begg & Shannon, Hamilton, gives the following size and quantity basis for buying boys' clothing. The scale, he states, worked out satisfactorily in St. Thomas and he regards it as a fair average for almost any store:

Buster Suits—

Age	2½	3	4	5	6	7
No.	2	3	3	2	1	1

Sailor Suits—

Age	5	6	7	8	9	10
No.	1	2	2	2	1	1

Norfolk Suits—

Sizes	25	26	27	28	29	30
No.	1	1	2	3	1	1

Double-breasted Suits—

Sizes	25	26	27	28	29	30	31	32	33	34
No.	1	1	2	3	3	2	2	2	1	1

"I think," states Mr. Danby, "that manufacturers give too little attention to boys' clothing. The boys like clothes resembling their fathers', and parents *style*. Retailing boys' suits at $5 to $15 should be *style*. Retailing boys suits at $5 to $15 should be just as profitable as men's at the same figure.

"Retailers, also, in many cases neglect the boys' department and say the boys' department is a necessary nuisance. If it is, then they, themselves, are to blame."

Snappy Display Card Lines

On Deposit—That's the way your money is here until the garments prove worthy, just the same as banking.

Clothiers Only—Just think what that means to you—our whole energy devoted to clothes and clothes only.

There will be a lot of well dresed boys clothed here this season.

Ever stop to think—price alone does not always count—think this over.

Our Guarantee is just as good as money in the bank—ask our salesmen to tell you about it.

Money Back, if you want it, of course, but you won't want it, we sell the kind of clothes that stay sold.

Front view of the new Dunfield-Bellinger store, 426 Yonge St., Toronto.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

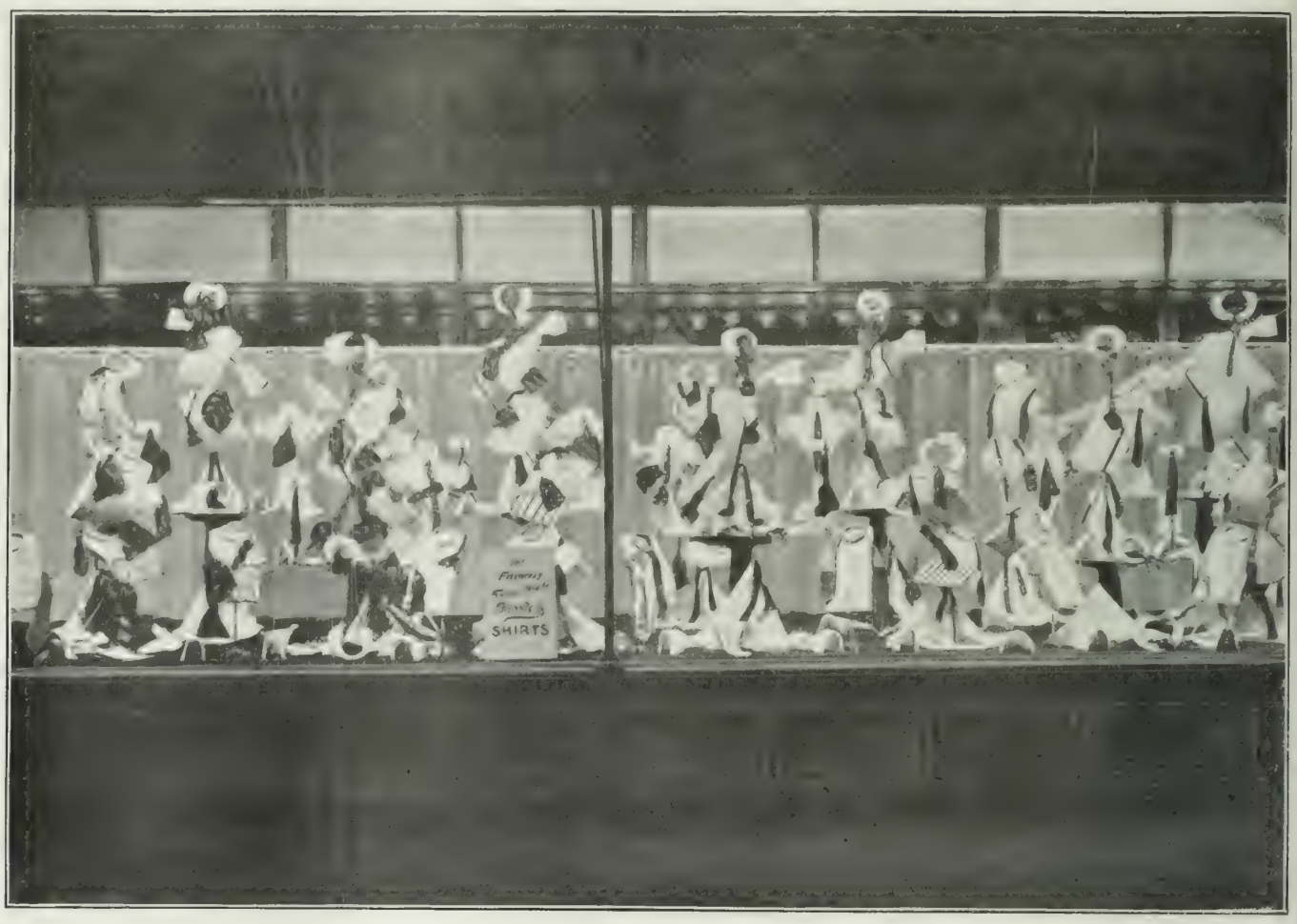
Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.



Strong display of Tookes' shirts, by J. F. Cairns, Saskatoon.

Notice the beauty of these garments. We are justly proud of our boys' suit department this Fall.

All sensible people—clothe their boys here!

We want your confidence more than we want your money, but we shall get both because we shall deserve both.

Hand tailored *trowsers*—the kind that stay fitted.

House Coats, bathing robes and house gowns, correct in fabric, moderate in price and right.

Bright smart, snappy, styles for boys in *Reefers and Overcoats,* finest ever.

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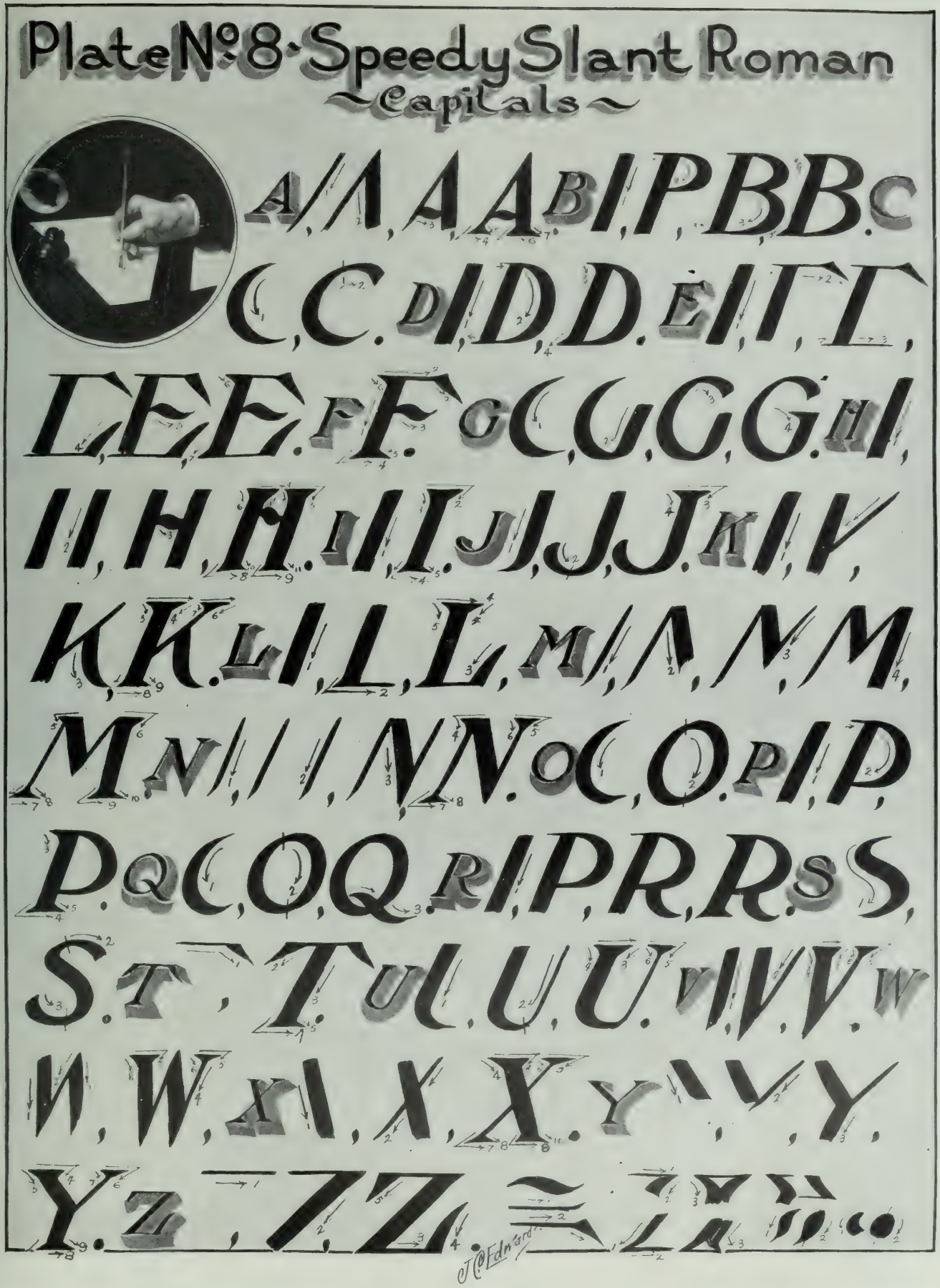


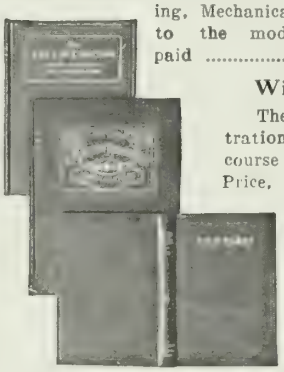
Cut illustrating Speedy Slant Roman. Follow the arrows and practice carefully. See article.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

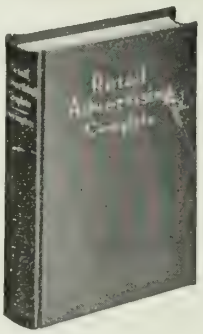
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

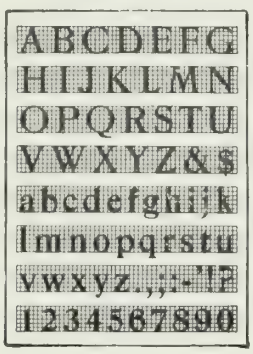
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



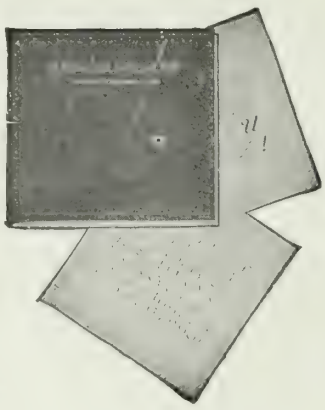
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



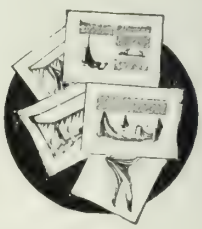
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



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MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

THE MEN'S WEAR REVIEW

Vol I—No 10 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Nov. 15, 1911

Features of This Number

Suggestions for window and interior trims especially adapted to the present season.

Salesmen tell how they would make small boy's decision appeal to an indifferent parent.

Article by experienced Western clothing man on the buying and selling of boys' garments.

Combination of three units which cannot fail to focus attention on garments displayed There is no bunching, no confusion, but a straightforward appeal presenting the merits of goods in a manner calculated to suggest and quicken decision.

Some frequent causes of dissatisfaction in measurements for special orders. By a practical tailor.

How two new Montreal stores have worked out the display problem.

Good advertising suggestions for the winter season.

The Edwards Short-cut Course in Card-writing.

Gift articles that will appeal to the men's wear trade during the holiday season.

WF

"Hobble"

Accordion Knitted All Silk Neckwear

Your purchases for Xmas selling are not complete if you haven't this novelty. "It's the hit of the season." All Silk, with "Hobble" bars of Roman colors.

Ground colors—Black and Red, Black and White, Black and Royal Blue, Black and Myrtle, Black and Gold, Navy and Red, Navy and Gold. Price, $6.00 the dozen.

Don't figure you have finished your buying. Increase your sales by sending for an assortment of this novelty. Successful merchants are first to take up "a good thing, not last." "HOW MANY?" All Silk, $6.00 per dozen.

Reid's Real Bengalene in 25 shades for Xmas selling.

A. T. Reid Co., Ltd.
Toronto.

MENS CLOTHING AND FURNISHINGS

Profit in These Ideas

Practical Information for Men's Wear Merchants and Salesmen --- Canadian Window Trimmers Offer Prizes for Good Displays

Men's wear window trimmers will be interested in the competition which is about to be arranged by the Canadian Window Trimmers' Association for 1912. The details of this competition will shortly be announced, but at the present moment it can be said that prizes of a particularly attractive character will be offered for men's wear windows and that every trimmer, no matter how large or small the establishment he represents, will have an opportunity to carry away a trophy worth having. At a convention, planned for August next, it is proposed to devote part of the program to men's wear display demonstration by some of the best men in America.

* * *

As a means of directing still greater attention to their men's wear departments during Christmas season, not a few merchants are issuing catalogues containing illustrations of new neckwear, novelty accessories, fancy vests, etc. These articles are carefully described and the booklet is sent to a selected list of customers by whom the suggestions would be greatly appreciated. It is now becoming more and more apparent that merchants all over the country, no matter how small the centre, are finding in special lists and catalogues one of the most effective means of holding the interest of their people in their fields. It has been proved that not only does it attract business through the usual channels, but it has also brought orders through the mail. Particularly at Christmas time do catalogues or suggestive lists pay for themselves.

* * *

A practical novelty and efficient salesman are a good combination. It is related that, recently, a visitor to Toronto dropped into a men's wear store to purchase a certain neckwear accessory that had made its appearance in the market and had been widely advertised. He secured what he wanted but the salesman tactfully interested him in their made-to-measure shirts and secured an order for $30 worth of goods. Of course away back of it all was effective advertising.

* * *

The replies brought out by The Review's salesmanship problem this month tend to strengthen the suggestion that the boys' and chilldren's section of the men's wear store might be made a strong drawing card. Mr. Tobey, of Hamilton, places his finger on the right button when he states that the quickest and surest method of appeal to parents is through the children, and the success of his merchandising in a general way may be measured by the effect of his methods to hold the interest of the children. In his discussion of the problem in another section of this paper, he throws out some very helpful ideas.

* * *

The clothing houses of Paris use catalogues very extensively in attracting customers. Some of these books are veritable works of art and are designed in such a way as to interest not only men, but women who do a certain amount of purchasing for their husbands and children. In fact the Parisian men's wear dealer overlooks no form of advertising calculated to focus the attention of every member of the family. Favors are frequently presented to the children and it is safe to say that where a juvenile section has been strongly developed the explanation is found in advertising which not only appeals to children, but which has found a warm place in the hearts of parents for the store and its policy.

* * *

By establishing for his store a reputation that would have made an information bureau green with envy, a men's wear merchant in a large city to which a considerable number of young men go yearly to attend educational institutions, drew considerable business. This merchant took the trouble to keep a reliable list of good boarding houses and thus brought an almost constant stream of enquiries from the students. Some one of his sales force was always prominent in athletic circles, could discuss intelligently the record of almost every local organization on the field of sport, and thus ensure the popularity of his store with a large and profitable community. There is a point to this. Hardly a town or city in the country that does not contain some particular class or section that the men's wear dealer can interest specially. In a city containing a large number of hard-working, thrifty foreigners a merchant made an array of flags of all nations on the walls above his fixtures, This had an appealing power to the strangers and he found it was the explanation of more than one sale. Another merchant in an agricultural town, gave a prize each year for the best cereal exhibition—the samples to be displayed in his windows. Instance after instance can be given to prove the worth-whileness of giving special attention to different classes in the community and it can be done in such a way that it will help rather than retard general trade.

Making Son's Choice Appeal to Mother

Interesting Replies Received in "Review's" Salesmanship Competition --- Discussion Made More Interesting by Opinions From Two Clothing Men of Long Experience --- The Prize Winners

1. **G. E. Sinclair, with H. T. Baker, Lumsden, Sask.**
2. **J. F. Lunster, with A. McFarland, Brantford, Ont.**
3. **A. Reginald Eamer, Cornwall, Ont.**

THE very large number of replies received to The Review's salesmanship problem, published in the last men's wear section, make it evident that the mother and young son on a buying tour, are a somewhat interesting proposition, more particularly when the son indicates his preference for a suit which does not appeal to the mother. The Review's cartoon depicted a salesman wrestling with this proposition. A mother and her boy had entered the store and in response to her request, a salesman showed them a number of suits. The boy liked one in particular, because it resembled his dad's. The mother thought otherwise and wanted to wait, said she would like father to help them decide. Often such an excuse means that the mother would like to inspect the lines in other stores, and the salesman has a hard proposition to overcome the woman's indifference and land the sale.

The problem is of particular interest to young salesmen, and in order to add greater interest to its discussion, The Review has asked two experienced clothing men to state their views on the matter apart altogether from the competition. Before publishing the names of the prize winners and their replies therefore, the views of L. R. Tobey, of Trudell & Tobey, Hamilton, and Alex. Rodgers, manager of the clothing department, G. B. Ryan & Co., Guelph.

What Tobey Would Say

Hamilton Men's Wear Dealer Tells How He Would Meet the Customer Who Did Not View Son's Selection With Approval.

"If I were serving that lady and her son," writes Mr. Tobey, "it would all depend on who she was. If she were a customer that I knew would buy from me any way I certainly would have her bring the boy's father in. I think it would please the boy, the mother and the father. For every time you can get a family in your store, you can get pretty close to them and it would mean more business out of the father.

"If I didn't know them I would commend the judgment of the boy, appealing to the mother along the lines that the boy should be encouraged in having a mind of his own and the fact that he wanted a suit like his father's showed that he was observant, and away above the average boy. Then take the suit, tell the circumstances to his father, and if the father wasn't suited, why exchange it. But I rather think that the father would side with the boy."

Put Him on the Card List.

"If that didn't land her I would ask her the age of the boy, what book he was in at school. If he was well up, I would compliment them both, if he was backward I would say that I didn't believe in bringing boys along too fast; that boys who mature later are in many cases more successful than the fellow who came along too fast when he was little. I would also put him on my card list, as we have a list of over 2,000 boys to whom we send cards. I would tell him about it, show him some of the cards that we have been sending out, tell her how that at Christmas we send an invitation to each boy on our card list to come to the store, and how we made him a nice Christmas present.

"If that didn't do the trick I would tell her how that when I was a boy living in the little village of Leamington, that a big firm in Detroit, Mabley & Co., advertised to give a watch with every boy's suit, how I cried and pleaded with my father to go to Detroit and buy me a suit so that I might get one of the watches, and how I made up my mind that if I ever got into business I would give a watch with every boy's suit at $5 and over and I think by that time they would be landed. I know it has landed many a customer that looked pretty doubtful.

Strong Advertising Point.

"I use that strong in our advertising that we make our boys' suits out of the same cloth as the men's and I have line after line of men's suits the same cloth as is in the boys', to show our customers. In serving a lady for boys' clothing, I generally sound both the mother and the son, find out who is to have the final word in the purchase, which doesn't take long, and then bring all the pressure to bear

Boy (replying to mother's question)—"Yes, I think I would like that suit very well. Something like dad's, isn't it?"

Mother—"Yes, it's very nice, but I had thought of something else. We had better wait and bring your father in to see it."

on the one that decides, not forgetting the other half, but of course where you can't tell who has the final say, some of the above arguments ninety-nine times out of a hundred, close the deal.

THE QUICKEST WAY.

"There is no way in the world to reach a mother or a father quicker than through their children; that's why I claim that the sending of post cards addressed to the boy, keeps your name in the home continually, and the enclosed letter will give you an idea of how mothers appreciate those cards.

"Two years ago this Christmas, or the week following, a boy of about eight years called at our office and cried over the fact that his mother and father were moving to Toronto and that he would never get another Christmas present. We asked him why, and he said that our present in connection with the post card he got was the only Christmas present that he had received from anybody. We told him if he would send us his address in Toronto that we would send him the cards and send him his candy the next Christmas, and along in February who should walk in but the boy. That little fellow had walked from Toronto here to give us his Toronto address and his parents had considerable trouble and worry before they got him back, and that boy's father was a man that didn't object to paying a good price for a suit either for himself or the little fellow, but Christmas was a dead letter.

ASKING ONE PRICE—TAKING ANOTHER.

A thing happened here Saturday that is worth telling to the fellow that believes in asking one price and taking another. Three foreigners with a knowledge of English that was limited selected a suit that cost us $13.50 net and we were selling it at $22.50. We fitted it on and everything was satisfactory, the bill was made out and he handed out $20. We asked him for the other 2.50 and all we could get was that he would pay us $20. I told him I would give him the two pieces for $20, the coat and pants, and he gave me the money, when he found the vest was to be left out he made a big holler, I handed him the money back, telling him we only had the one price, walked towards the door with the three of them, one of them speaking a little better English offered me $21, then $21.50, then $21.75. It was hard to see $8.25 margin walk out of your store, but we never cut a price. Right down in my heart I felt that he would come back, and when I came back from dinner I went back to the tailor shop to see if the suit was there being pressed, but it wasn't there. Along near seven o'clock he drops in with two more foreigners, hands out his $22.50, says, 'Your people square,' me bring my friend to buy here all time.'

"You may publish the enclosed letter if you wish."

Letter From a Customer

The letter referred to by Mr. Tobey is from a customer, Mrs. Baldwin, in appreciation of the store's policy by which her boy is the recipient of a remembrance card each birthday. This letter will be interesting reading to men's and boys' wear dealers, since it suggests a mighty good advertising scheme. The letter follows:

Mr. Tobey:

Just a word or two from a stranger to thank you for sending cards to my boy for nearly four years; I believe it's four years this fall. I know he is not the only boy you send them to, but he thinks you are the nicest man in the whole town to boys. What other storekeeper ever sends a boy anything? Not one in the city—well I believe there is none. He has everyone of those cards from the very first one in an album and has shown them to all our friends.

You are not even sure I buy at your store. Well, he has had five suits; the last one was a $12.50 suit and odd pants, caps, underclothes, braces, neckties and all from there. He reads all your ads. in the paper; he has met you lots of times, but too bashful to speak. He is a very quiet boy, 14 years old this fall, and very tall for his age, he is so tall he had an idea of going to work instead of going back to school, but I know the first one that spoke cross he would be all out. He would do anything for anyone that would not be cross and shout at him. He said one day, "If I went after a job and the man was cross looking I would do what Mr. Tobey did—ask for one pound of nails and then I would run. "Gee," he says, "I don't wonder he asked for nails. I hate cross people."

Thanking you ever so much for your kindness and trouble.

Oct. 20th, 1911.

Enthuse Over Boys' Choice

Alex. Rodgers Would Impress Customer With Style Importance of Her Son's Selection ---An Example.

Mr. Rodgers, of G. B. Ryan & Co., Guelph, sends the following reply:—"I would at once say to the mother, after the boy said, 'I like this one and it is just like father's.' "Have you been visiting in New York or Chicago lately? This suit you see is the new mannish boys' 3 button, S. B. suit, just like the men's." I would at once get a man's three button, S. B. coat, show it to her, and say that this of course is the newest thing in boys' clothing. "The manufacturer that we buy our boys' clothing from is a specialist in boys' clothing. They are right up to the minute in any design coming out from New York or Chicago. They are one of the very first in Canada to copy; and this is an exact copy from New York or Chicago.

"Then I would bring out the Norfolk suit exactly the same design as the boy is wearing, and say that 'this is a nice little suit all right, but of course styles change in boys' clothing, just like it does in ladies' hats or anything else.'

"The boy will see at a glance that the Norfolk suit is just like his old one and he will at once warm up to the new mannish three button, S. B. suit, and want it worse than ever.

"Then I would say, 'You can buy this suit and if Mr. —— does not like it you can return it and I will refund your money; but I feel sure he will like it since his son has picked it out,' and turning to the mother I would say, 'And I am sure, after you see this suit on him a few times you will like it better and better, as we naturally do any new style that comes out.'

"I would not say to her, you cannot get this style anywhere else. I would never mention my competitor's name at all. I would get so enthused

over that suit that if she did go elsewhere the other fellow could not give her such an argument as I had, and at the same time, look so serious about the whole matter, that my impression would be such that all she could think about in the other fellow's store would be the three button, S. B. mannish boy's suit, which she saw in Ryan's clothing store; exact copy from New York, and if Mr. —— does not like it 'we can get the money back.' "

"I had an experience once with a mother and boy. The boy liked one suit and the mother another suit. I changed the subject in this way and made the sale.

" 'Well, my boy, what are you going to be when you are a man?" 'I don't know,' was the reply. 'How would you like to be an Old Country buyer, and have a free passage across the Ocean.' 'Oh, I think that would be fine,' replied the boy.

"Turning to the mother I said, 'Well, that is my ambition, to be an Old Country buyer, but it takes time.' Turning to the mother again I said, 'Well, perhaps if you let the boy have his choice of suits it might start that free ride to the Old Country. Buyers are the highest salaried people I know of, and he is a buyer to-day.' She said, 'I'll take the one he likes.' "

The Prize-Winning Replies

Western Salesman Presents His Case in a Businesslike Way — Many Propose That Suit be Taken Home as Means of Aiding Decision

The above replies to the problem were, as previously explained, especially requested by The Review in order to add interest to consideration of the question, and therefore are not entered among those competing for the prize. In these two replies it will be noted that the boy's preference is made the subject of commendation by the salesmen, who are quick to realize that this is the surest way to arouse the mother's approval. In nearly all of the replies submitted salesmen state they would have recourse to the plan of allowing the customers to take the garments away with them and if it did not suit, it could be returned. This is a fair proposal, but the reply that The Review most desired was that in direct narration, which would give some idea as to the salesman's address as well as his argument. Of the large number of replies received only one-third were in this form.

Western Salesman First.

The first award is made to G. E. Sinclair, with H. T. Baker, Lumsden, Sask., not because he emphasizes the fact that two pairs of trousers would go with the suit, but because he gives a good idea of the language with which he would urge the merit of his goods, and because he thus demonstrates, in businesslike way, his thorough knowledge of the suit under discussion. His reply follows:—

"Madam, you will notice that two pairs of trousers go with this suit your son has just taken a fancy to—a straight pair and a knicker. They are specially made for strong wear, the knicker having double seat and knees and the seams all taped so that they will hold their shape. The straight pair also has the double seat and knee. It saves a lot of worry to know that your son has a good pair of trousers to match his coat when he comes home from his play or school to get cleaned up, and having the two pairs they wear till the coat is worn out, too, so that does away with having a lot of partly worn-out coats around the house because the boy does not like to wear them as his trousers do not match.

"Your son likes this pattern, and do you not think it would be better to get him a suit he has selected himself, as he will naturally take better care of it? He says this suit is something like his dad's. That is one of the strong points of our clothing. Besides being a good heavy material, the workmanship on this suit is first-class, being done by expert tailors.

"Notice the long, oval lapel, the padded shoulder, heavy satin lining, hair-cloth inter-lining, so the coat will hold its shape and hang nicely. Note the little details of sewing on the buttons and the working of the buttonholes which are done by hand. It also has the patent pocket which keeps them from sagging and going out of shape.

"This pattern is very fashionable this season and, I am positive, it will give you every satisfaction and we stand behind our goods.

"The price is six-fifty. Shall I send it to your house or will the boy take it with him. Thank you, it will go on the next delivery.

"I would not consider it a good policy to tell the lady the boy was the better judge. I would tell her no more about the boy's choice than I have in my selling talk, as it might hurt her feelings even to hint that the boy's judgment was superior to hers."

Making Appearance Appeal.

The second prize is awarded J. F. Leinster, with Andrew McFarland, Brantford. His reply follows:

"Which one do you like best, my boy? Well, try it on and let your mother see how well it looks on you.

"Now, madam, this garment is made by the best tailor. See, how nicely it fits him. We guarantee every suit we sell at that price. The pattern is the very latest. You may get a suit cheaper, but taking quality into consideration, there is nothing that can equal that suit. It is the style all the boys of his age are wearing and if he is like most boys he will want the niftiest suit he can get. You may not just like it yourself, but if the boy likes it he will wear it longer and he will take care of it, but if he gets one he does not like he will wear it out soon so he can get another one. We have to give in to the boys once in a while. Here, my boy, is a penknife we are giving away with every boy's suit, and be careful not to cut yourself.

"Now, madam, if this does not suit his father, we will change it and if you can not get one to suit you we will cheerfully refund the money. No, I do not think there is anything gained by looking around as it is hard to compare quality when you do not have the two garments together. We just have one price to all and that the very lowest we can possibly sell for. We believe that is the only way to give satisfaction.

"Thank you, yes, I will put in a pair of braces. Now will there be anything else? We have a nice new line of overcoats, just in, I will show you. Probably you may need one later on. Yes, I will send it, and be sure to bring it back and change it if his father does not like it. We shall be pleased to show you our goods at any time."

THE ONE PERFECT TIE

ANY ordinary dealer has neckwear to sell, but ordinary neckwear is not good enough for you or for us when better can be had.

You want good quality, good combination of colors, and above all the "MITCHELL SLIDE-EASY" construction without wadding in the band.

Just compare an ordinary tie with wadding in the band, and a "MITCHELL SLIDE-EASY." You will at once realize why we bought the patent.

Our ranges of Autumn and Holiday silks are magnificent.

By selling the "MITCHELL SLIDE-EASY" Tie, you will be doing your customers a real service.

Niagara Neckwear Co., Limited

NIAGARA FALLS, ONT.

Backing Up Boy's Preference.

The third prize is taken by A. Reginald Eamer, Cornwall, Ont. His reply:—

"Well, madam, the boy likes the suit. He says it is also something like his dad's, which makes him feel that he is going to be a man when he puts this suit on. He also most likely has seen his playmates with something of the same style of suit, and he naturally cares for one like it. We have other patterns and styles but he does not care for them as well as this one.

"You may get the pattern that you have your mind fixed on and it may not become him as well as this one.

"This suit has both style and character which is considered a very needful part in a boy's suit. It is very durable cloth and a fine pattern.

"I would also go on to state how the suit is built, and the quality of trimmings and inter-linings it has. I also would tell her I would send it up and let his father see it on him, and that I had no doubt he would like it."

Blackground for Fall Displays

We illustrate on this page a window background for men's clothing or a special display of wearing apparel for the hunter.

The framework for panels is cut from compo board, or some other thin lumber may be used. This is covered with tan felt stretched tightly and tacked on the back of frame.

In the panels are shown flying ducks. These are painted on muslin or cut from felt, colored with pastels and pasted on a light blue tarlatan, stretched on the back of panels.

In the centre is placed a stuffed elk head and for foliage use cattails or some other suitable Fall foliage.

Hang tan plush curtains in folds from panel to floor and drape plush over pedestals and glass shelves on which to show your merchandise.

If your window space permits, a small boat placed on the floor will attract the eyes of every huntsman. Arrange suits, caps, etc., neatly about the window, and if prices are used, cut them from brown matt board and letter in white.

How to Hold a Customer

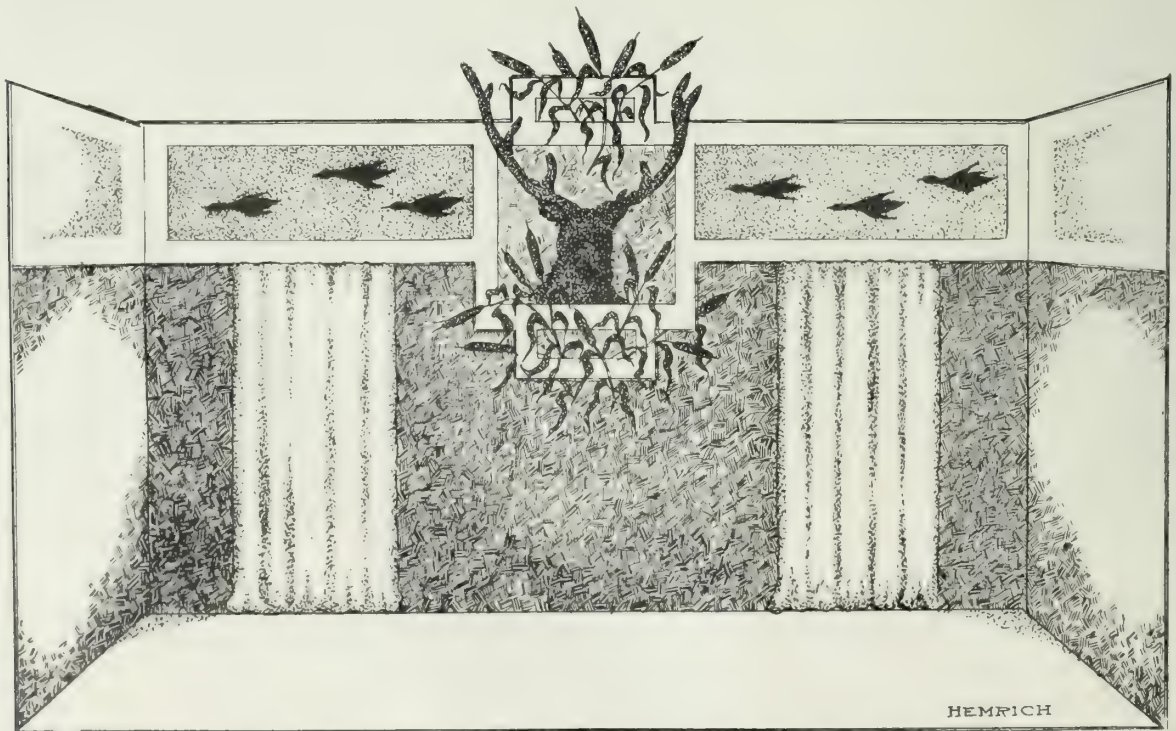
Salesman Narrates Three Experiences With the Same Party Which Prove the Value of Courtesy and Willingness to Oblige

That ready courtesy and constant willingness to oblige may always be counted upon to interest and hold a customer, is evidenced by the following experience narrated by a men's wear salesman in a Maritime city:—

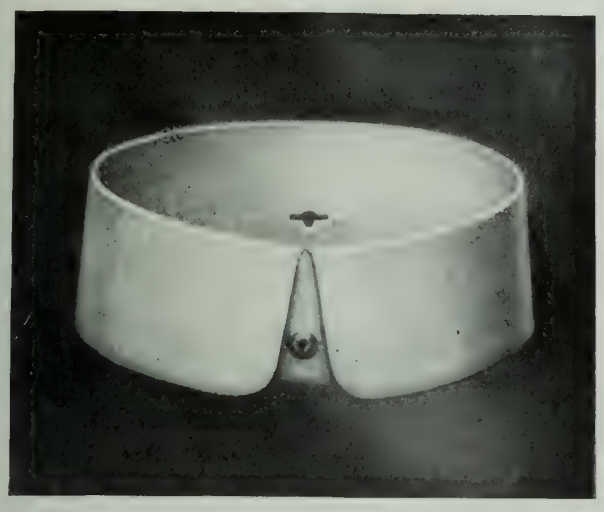
It was one of our busy days when, after finishing with a very amiable and friendly customer I approached a gentleman who was known to all the clerks as a very queer sort of fellow, and I asked what I could have the pleasure of doing for him. He replied that he wanted a pair of leather gloves the *same* size, *same* color, and exactly the *same* thickness as the pair he was then wearing. After giving them a minute examination on the above points, I found they were English gloves, made by Dent, Allcroft & Co., classed as York tan. I thereupon put before him the glove carton containing the same class of gloves, and after selecting the exact size, and as more than often is, a thicker glove than others, I asked if the glove would suit him.

"Yes," he replied, "it is alright as regards color and size, but I only wear this glove all the winter through, and would want it somewhat thicker. I will call again. I am not a hurry for them."

Now, I remembered we had just reecived a new shipment of the same number of gloves. I asked if he would care to come upstairs to our reserve stockroom, and no doubt I could suit him. "Certainly, young man," he said, "I have lots of spare time."



Background suitable for a display of Fall clothing or hunting equipment. Drawn for The Review by Peter Hemrich, Cedar Rapids, Iowa. See article.



CHALLENGE COLLARS

(PATENTED)

Garanteed to be 25% better value, superior finish, weight, strength and wearing service, than any other collar made, at any price.

OUR RUBBER BRAND AT $1.80 PER DOZEN
OUR PYRALIA BRAND AT $1.50 PER DOZEN

are 25% heavier and better than any other lines produced by any other manufacturers.

OUR OUTDOOR BRAND AT $1.25 PER DOZEN

Are as good as any other goods offered by other makers at $1.80 per dozen.

To prove for yourselves we can give you better goods by 23 years of experience, than you can possibly get elsewhere. Send for sample Outdoor Brand and compare it with any other waterproof collar you can buy at the same price

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"THERE'S NOTHING BETTER THAN Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

WET or FINE RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof

REG.D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Arriving upstairs I took down about six boxes containing 36 dozen gloves, same size and color as required. I noticed the smile of satisfaction, and after carefully going over quite a lot of gloves, I found an extra heavy pair.

"That's the glove," he said. "Here is your money. Thank you for your time and trouble." "All right, sir," I replied, "I have charged you for both, and we are both pleased and satisfied."

Just three days afterwards in came the same gentleman, but at a quiet hour of the day, lunch-time, when we look after each other's departments. He asked to see some black stiff hats. I inquired the size, and also noticed the style of hat he was wearing. After displaying eight different styles of hats he tried on a few before the mirror, looking at the front, back and sides, asking about the make, the wearing qualities and price. He selected one and paid cash.

Wishing me "good-day," he went as far as the door, when he came back, saying, "Would you please tell your hat man you sold me a hat—the first I ever bought here. You see, it takes time and attention, but you have given me both. I have been in here for a hat a good many times, but failed."

Not two days elapsed before the same gentleman entered the store again, and made enquiries for me. I was upstairs at the time writing window showcards, and when he found that out, without ado he came up and asked me to show him some trunks, which I did, opening them up, giving him the different sizes as regards length and depth, and explaining the strong wearing qualities.

He replied that he would bring his wife along later and let her decide. Sure enough, along they came, and after a little talk again, asked me about a certain trunk and also asked me the stock number. "Oh," said the lady, "I was looking at some other trunks, and the same number as yours is just 25 cents less."

Of course I had confidence in the goods and prices. I asked the size of the trunk. She said it was 34 inches, the largest in that make.

"Excuse me, lady," I replied, "this trunk is the exact number, but the sizes go as high as 40 inches, and this one is 36 inches."

"That will do," said the gentleman, "this man knows his business, and is honest in his dealings. We will take that. Send it along to this address, and thank you for your attention. Good-day."

These are three experiences with the same party, and if I had not taken perhaps a little pains, not trouble at all, at the first, perhaps I should have sent a customer to some other store. It pays to go a little further than usual.

Plain Colors Preferred

Demand in Half Hose Will be in This Direction --- Greys, Navys, Tans and Novelty Combinations Shown for Spring

Montreal, Nov. 14.—Samples of Spring half-hose are shown in a broad range of different lines for buyers' selection. They comprise assortments in cotton, lisle, silk and combinations and are being bought mostly in plain effects. Plain colors are preferred for the coming season's business. Greys, blues, tans, greens, black and some of the other novelty shades are taken by the trade in general. Elaborate and extreme fancy designs will not be a prominent feature in stock carried by many merchants..

In cheaper qualities, cotton half-hose at 90c, $1.10 and $1.20 doz. are taken in quantities as in other seasons. A special line at $1.20 dozen sold well—in fact, the demand was greater than supply in several wholesale departments last year. For a medium priced line and value this quality is ordered in large quantities for Spring delivery. Plain cotton and lisle sox at $2.00-$2.25 doz. are the popular prices, 25c retailers being associated in the minds of people who shop in local haberdashery shops. A good range of colors is seen at these prices and there are also novel patterns in open-work designs. These are taking well for later season wear.

Silk hose at $4.50 include an extensive range of plain colors, new designs in weave and fancies. These are being liberally stocked anticipating non-delivery, especially in plain shades, thread silk qualities which are boxed 36 or 12 pairs as desired. The bulk of the business in fancies and open work patterns will be done in plain shades, greys, navys, tans and some novelty colors. Black and white fancies both in clocked and woven designs are a novelty which will increase with season showings, and repeats are expected.

Another effective line of open-work design consists of narrow stripes, drop stitch effect running parallel on the leg. These narrow stripes are about an inch apart and, introduced in some high-class goods, is meeting success, being booked for better trade.

There are some very high-class material shown in the silk goods at prices that range from $6.50 doz. up to a price that will suit the most extravagant buyer. There are some elegant effects in these higher-priced ranges, and merchants stock a few for occasional customers demanding goods of exceptional quality. In the larger towns and cities the higher-priced lines sell well to the "classy" trade. In the smaller stores throughout the country, a few of the better grades might be stocked to advantage if care is exercised to keep the goods well before the public eye.

R. M. Ballantyne, Limited, knitted goods manufacturers, Stratford, have extended their facilities by removing the storage and shipping departments to their former factory which accommodated the entire business three years ago.

See Page 98

For Article on Show Card Writing —The Edwards Short Cut Course with full page illustration.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

THE BEST ITALIAN LININGS BEAR THE

KIRK

STAMP AS BELOW:

BDA

KIRK'S PERMANENT FINISH

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

(1) The Original **'Permanent Finish.'**

(2) **'Velper'** (*Reg.*)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

KANT KRACK

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

SATISFACTION

to the customer, and consequently to the retailer, goes everywhere with this trade mark. The KANT KRACK is the only collar combining: patent flexible lip that receives the strain in front and makes the fit perfect; patent slit in the back which prevents the annoying pressure on the neck from the back button, and a **coated-linen fabric,** which gives the smart appearance of an ordinary linen collar without the laundry expense

MADE IN CANADA BY

THE

Parsons & Parsons

CANADIAN CO.

Hamilton :: Ontario

NECKWEAR AND ACCESSORIES

Scarcity In Tie Fabrics

Manufacturers Report That the Fall Neckwear Season has Been Exceptionally Good---Run on Brocaded Silks, Tapestries and Persians.

Neckwear manufacturers report an exceptionally good Fall business with increasing emphasis on better grades. Christmas novelties have met with an enthusiastic reception and in some quarters a scarcity of rich brocaded satins, tapestry and Persian effects, indicates the trend of favor. There has been an excellent run on black and white, red and white, and

A peep into the future bordered ends for 1912. Courtesy Niagara Neckwear Co., Niagara Falls, Ont.

stripes on the Roman order, and in knitted effects, dainty stripes, crossbars or "hobbles" have been a feature. The shot styles have been offered with great success in these lines.

So far as basic coloring and designs are concerned, manufacturers predict that the Spring season will be a repetition of preceding season with neat stripes a feature.

From Montreal, the report comes that double-faced silk tubular ties are being shown in a large number of colors. One side of these ties show the plain-colored effect, while on the opposite side is seen stripes and dots in various patterns. The "cross-stripe" is a noticeable feature in many of these ties. Hair stripes, in groups of two or three are seen, and between these groups are plain surfaces. On the other hand, some of these ties show numbers of small dots distributed on the plain surface between the rows of stripes.

This line of ties sell for about $4.25 per dozen. In the entire range are shown about fifteen colors and patterns. Another line of silk-knitted ties are shown in about twenty-five colors. This range sells in a variety of prices, starting at $4.50 and going up as high as $27.00 per dozen. These are made from pure silk, and have grand wearing qualities. They are made so as to be tied in a small knot for the close-fitting collar.

The usual range of satin, silk and other varieties of ties are on the market in great varieties of color and stripe effects. Roman stripes in cross-bar and diagonal effects are well represented in the Christmas and Winter samples.

Among mufflers, those that are about 30 in. long, and eight inches or less in width, are selling in large quantities. A line of poplins that come in a number of rich shades are selling well, especially during the holiday season. This line ranges in price from $6.50 to three times that price per dozen. Mufflers made specially for dress wear, and which serve as a wrap and protection to the full dress front have been meeting with good demand. One of these novelties was in veiled effects, consisting of grenadine over white silk. The same house is showing neckties of similar construction.

'ard suggestions for Christmas Men's Wear Window. Holly spray in grey, berries in black, lettering in black; white applied in imitation of snow. By J. C. Edwards.

F&F FIT FASHION CLOTHING REGISTERED

Now is Your Chance

to get into

Special Order TAILORING

Big Profits :: Easy Sales

OUR GUARANTEE SUPPORTS ALL TRANSACTIONS.

Agencies for Fall, 1911, have first call for Spring, 1912

Get in early with your request, and write to-day, asking for exclusive agency

JOHN DAWSON, LIMITED

145 Church Street, - TORONTO

A Proposition That Is Worth While

One that will fill your spare time with congenial work---bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

Many Good Selling Gift Articles for Men

Smokers' Supplies, Jewelry and Other Clothing Accessories --- Engagement Calendars, Score Tablets, Note Books, Purses, Dressing Cases and Many Other Notions

The field to be covered in this line is so wide, and types are so diverse, that no continuity is attempted. Instead, a list of good selling numbers has been compiled and condensed as far as possible. The items are new, and no merchant can mistake in stocking them.

Smokers' Supplies

The new tobacco pouch has a stiff cover which unfolds, forming a tray. Into this the tobacco is allowed to slide forward, and when a sufficiency is cut, is slid back again and the pouch closed.

A curved cigarette case, nickel-plated, may be retailed at 50c. It is good-looking, and very convenient, making it easy to get at the cigarettes, which are presented on a convex surface.

Tobacco cutters in all types should be stocked freely.

The little electric lamp for lighting the cigarette retails as low as 50c. It is a suitable and thoughtful gift. It should be advertised and displayed, so that women realize what it is. This is an important item at holiday time.

Ash trays of hammered, antique copper with revolving dump, are quite the newest and most correct in this line. They do not show stains or fade as gilt does.

Cigarette stands with complete appurtenances for the making of the "coffin-nail" are handsome and seasonable.

Smoking jackets are many of them made in blazer style with English-looking stripes and brilliant colorings.

Leather cushions should be featured for smoking-room or den, with suitable legends or decoration.

Up-to-date Jewelry

The most correct tie-pin is that of tiny pearls set close. The pin itself is small. The cross, set diagonally, is "de rigueur," and worn by the best dressers. With evening dress, the small gold bar pin with ornament as above at one side is considered correct. It is, in fact, the pin for wear with all bow ties. Besides the cross, star, fleur-de-lis and forget-me-not designs are shown.

Cuff-links to match the above, in a rim of gold, chain or stiff, are correct. A good many chain links are sold for everyday wear.

Both for tie and cuffs, a single pearl in gold setting is considered good form.

Mother-o-pearl links and pins are seen. Amethyst is a favored stone.

In popular numbers, scarabs and sarcophagus shapes in enamel sell well.

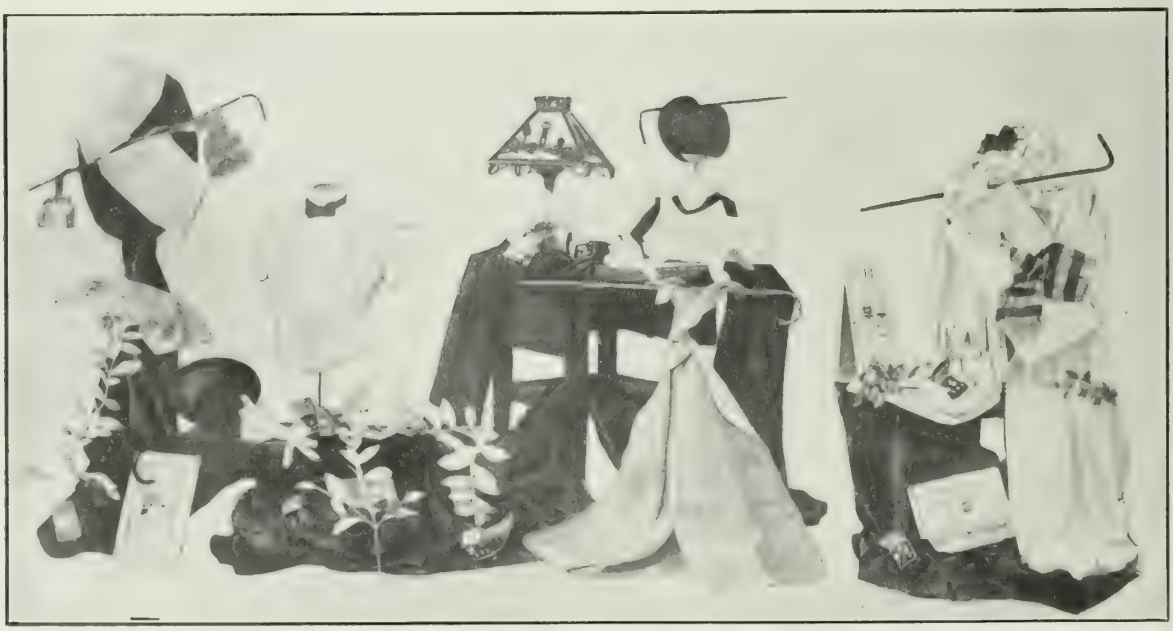
Tie-clips are in excellent demand, and appear in styles as above.

In college towns, merchants should freely stock Frat. and school devices.

Watch-guards of black silk with or without jeweled appanges sell well. Chains are coming in again in many places.

Articles of Clothing

Gloves for afternoon wear are of grey suede. For races, special occasions, etc., white buckskin is worn by good dressers. For Tuxedo, grey suede again. For correct evening wear, white glace or combin-



Combination of three effective units for a Christmas trim of men's wear and accessories. Excellent use of tables, stands and other fixtures.

Satisfaction For Your Customer--Profit For You

When you show and push "Waterhouse" "Maple Leaf" Brand Underwear, a brand that is not only backed by its great reputation (in itself an important aid to selling), but also reinforced by its great and evident merits.

"Maple Leaf" is designed for comfort and wear, only the best materials being used, and only the most skilled workmen being employed in its manufacture.

Look for the trade mark that brings more business.

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE REG'D.
HIGH GRADE UNDERWEAR

Messrs. Watson, Weldon & Co., Agents, Montreal, Que.

THOS. WATERHOUSE & CO., LIMITED
INGERSOLL, ONT.

School Pants For The Winter

"The Jackson Bloomer"

Pants that will give a comfortable warmth and withstand the hard usage of spirited boys—that is one of mother's problems as the cold weather comes on. You can help her out if you are stocking the "Jackson" Bloomer, which are made from cloths that give satisfaction and ranging in price from $6 to $18 per dozen.

We also make boys' overalls in black, blue and khaki, at prices ranging from $4 to $6 per dozen. We make a special feature of mail order business and fill all orders promptly.

THE JACKSON MFG. CO., CLINTON
FACTORIES:
CLINTON GODERICH and EXETER

"KING EDWARD" SUSPENDERS
Retail 50 C. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Wreyford & Co.
TORONTO

WHOLESALE
Men's Furnishers

Novelties for Christmas in Hose, Tie and Handkerchief Sets.
Dressing Gowns and House Coats.
Our Travellers are now showing also complete range for spring 1912.

Sole Agents for
"AERTEX" Cellular Underwear
and Shirts. Best known because best advertised English Underwear.

YOUNG & ROCHESTER
Shirts, Neckwear, Vests, Steamer Rugs, Etc.

TRESS & CO., London, Eng.
High-Class Hats in Felt, Silk, and Straw.
Sole Makers of The "Mascot" Cap.

COHEN & WILKS, Manchester
Waterproof garments for Men and Ladies, in Rubber, Yarnproof and Silk.
Our Specialty:—The Thoroughbred Unshrinkable Homespun Coat.

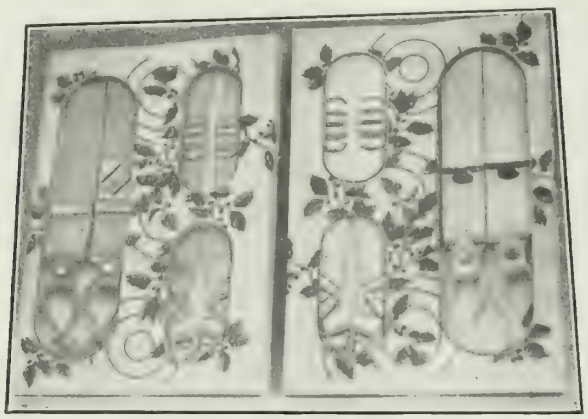
ation of silk with glace. Tan sells best for morning wear.

Silk hose in ingrain effect is heavy enough for Winter wear. Silk hose with lisle feet are also excellent wearing goods.

Both in ties and hosiery, purple is a popular color.

Matched sets of tie, socks and handkerchief will sell well at Christmas time.

Silk mufflers are suitable for dressy wear. Grey in all shades is good, so are black, blue and purple.



Combination box for Christmas trade containing suspenders, garter and armband. Courtesy Dominion Suspender Co., Niagara Falls, Ont.

These come in diagonal weaves, in knitted silks and in plain, soft silks. White silk neckerchiefs are chiefly used for evening wear.

Notions and Sundries

A pocket flask is often a useful and never unappreciated gift article.

A run on folding drinking cups has been recorded, owing to the agitations regarding infection from public cups. These have neat leather cases.

Notebooks of fine leather may be refilled like the filing notebook. At the same time they are not clumsy nor dear. A much better quality cover may be used than when the book has to be thrown away when filled.

Engagement calendars, leather-mounted, prove very useful.

Score tablets, chips and all card supplies as well as the deck itself in neat leather folder—all make appeal to the Christmas shopper.

Purses of Paris tan leather come with special compartment for bank book. The bills are secured by a patent device which makes slipping impossible. This line is a high class one.

Dressing cases of the roll or folding type include stock of military and razor brushes, shaving stick, razor, etc. In many cases a good shaving powder is added. This is a needed innovation.

The narrow strap belt is correct for wear by men. Good, strong types that will not curl or stretch may be obtained to retail at reasonable prices.

Tie racks of all kinds, preferably in wood and leather, appeal to the married woman shopper as a first aid to tidiness. A new and very special rack holds and keeps the tie straight.

Men's accessory group, consisting of plain silk Benaoline tie, with pin to match, suitably boxed for Christmas. Ties and pins come in all fashionable colors. Courtesy A. T. Reid Co., Toronto.

Leather case containing hat brushes. Courtesy Julian Sale Leather Goods Co., Toronto.

The two ties are reversible tubular crossbar effects in black and white and purple and white, plain on opposite side. Courtesy S. Turgeon, Manufacturers' Agent, Montreal.

Success

MADE IN CANADA

MOUNT ROYAL

Here is a New Success Shape Just Added to the Range

This is the latest in close-front collars, featuring the long points. The edges of this model keep right tight together, and make a very smart looking collar. Ask your wholesaler.

The Canadian Converters' Co. Limited.
Montreal

CLOTHING FOR MEN AND BOYS

Latest Word for Spring

Montreal, Nov. 14.—In men's clothing for the new season, browns will be very popular in a good range of shades that will start at the fawns, and end at the dark browns. Probably the mid-tans will be one of the best selling numbers in this range of shades. In the greys are seen many beautiful color effects. The steel grey shades are quite prominent in this lot. Apart from the colors mentioned, are many other colors that are either used by themselves or in combination with various other colors.

Stripes will be seen much more than the checks. Plain goods will be used extensively for the Spring suitings. The plain greys, tans, browns, blues, etc., make very stylish garments.

The suit coat for every-day wear will have long, wide revers. The vest will be cut rather high, allowing a portion to show above the coat when buttoned. English shoulders will be a feature in the new lines.

Trousers will be made on moderate lines. They will not be too full, nor will they be too scant. The happy medium will be the prevailing vogue.

Tweeds will constitute the bulk of the materials that will be used in the manufacturing of the new garments. Worsteds are also well represented; and the assortment shown will contain enough of both these materials to allow liberal selection in all grades and lines. In the tweeds are seen many browns, greys, etc., in the plain as well as the stripes and broken checks. The broken check is one of the prominent features in the samples of cloth that is being shown for the garments of next Spring. The worsteds also contain many delicate, as well as many good every-day patterns. The diagonal stripes will be very prominent in all the varieties of cloths. This effect is popular with many people at the present time, and for the Spring and Summer garments, this weave in the lighter goods will surely appeal to many.

The price of the various tweeds and worsteds keep about the same. From some directions there comes some indications of slightly lower prices.

For Norfolk suits, hunting coats and smoking jackets, there are several very appropriate materials showing. These are along the pepper-and-salt effects. From looking at the goods at first, a person would take these cloths for suitable lines for overcoat materials. But they are of a different weave and texture from most of the cloths used for overcoats. Of course, a coat made from these materials would answer the purpose; but the general appearance would not be quite right.

In the materials for overcoats, plain materials, diagonal stripes and straight stripes, as well as many mixed effects, are included in the new range of samples. The same color schemes are shown in these samples that are shown in the materials for suits. The herringbone effect is a very attractive one when shown in the right combination of colors. The diagonal effect is probably the most popular design that is shown. Some very tasty patterns are seen in this range.

Clothing for the Boys

For boys from the age of about seven to the age of fifteen, the styles that sell include double-breasted, single-breasted and Buster suits. For the most part the Buster styles are not worn much by boys after they reach the age of seven.

The Norfolk style is taken in small quantities. Many of the buyers for the large retail, and many of the wholesale houses, are buying the Norfolk suits in limited numbers. While this may be the case in the larger places, probable in some of the smaller stores in various parts of the country, the Norfolk style will sell well. This style has been a favorite one in past seasons, and it still has its admirers. These people will no doubt still adhere to this style, to a certain degree.

Both the double-breast, and the single-breast styles are selling well to all the houses. This is particularly true of the large retailers.

Hair-line stripes in various shades and combinations are the proper things for next Spring. The leading shades include browns, in the lighter tints; greys, in a good range of tints; fawns, navy and other colors.

Small broken checks in black and white; tans in various degrees of color, and other effects are well ropresented. A remarkable well-taking range is shown in the herringbone stripe effect. This pattern in grey, fawn, etc., is one of the best in the entire range of samples.

The single-breast models show very exquisite taste in design of cut as well as finish. Many of the models show a slightly cut-away effect at the lower part of the front of the coat. This effect, added to the proper use of buttons and occasional trimming, makes a very dressy lot of clothing.

The double-breasted styles are shown in as large a range of samples as in former years. This style is a very popular one in all sizes. The patterns and color effects that are used in the single-breasted style are shown in the double-breasted style as well.

WE want the collar buyers of all Canada to know that the best collar Troy produces is now being sold throughout the Dominion for us by

The Sword Neckwear Co., Ltd. of Toronto

All their salesmen have a complete line of samples, including our new "AERO CLUB."

Be sure to see this line

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Makers

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Your Opportunity! Take Advantage Of It!

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If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto

Notice!

It has come to our hearing, an unscrupulous competitor has been advising the trade that

✡J Austrian Collars

are sold no more by us, thereby obtaining orders for their line with a similar trade mark. Any orders given them on this misrepresentation of facts should be cancelled in justice to your and our interests. Any infringement on our trade mark or names of collars will be dealt with in the usual way.

We have the only COLLAR known ✡J AUSTRIAN in Canada for 15 years.

We are now giving a special discount. Write for particulars.

The Canadian Underwear Co.
MONTREAL

The "bloomer" knicker is the one that will be quite proper for Spring and Summer wear. The top of the trousers, around the waist, is quite snug in fit; but around the hips and downward, the full effect is very marked. The knicker that is finished with the English side pleat, is the one that will lead in many of the best selling lines.

Many Styles for Small Boys

For the small boys, there are styles shown by manufacturers that will more than please. The Buster suit, for the child from about three years of age to the child about five or six, will be shown in a large number of styles, patterns of material, and the range of prices will suit pocketbooks of all sizes.

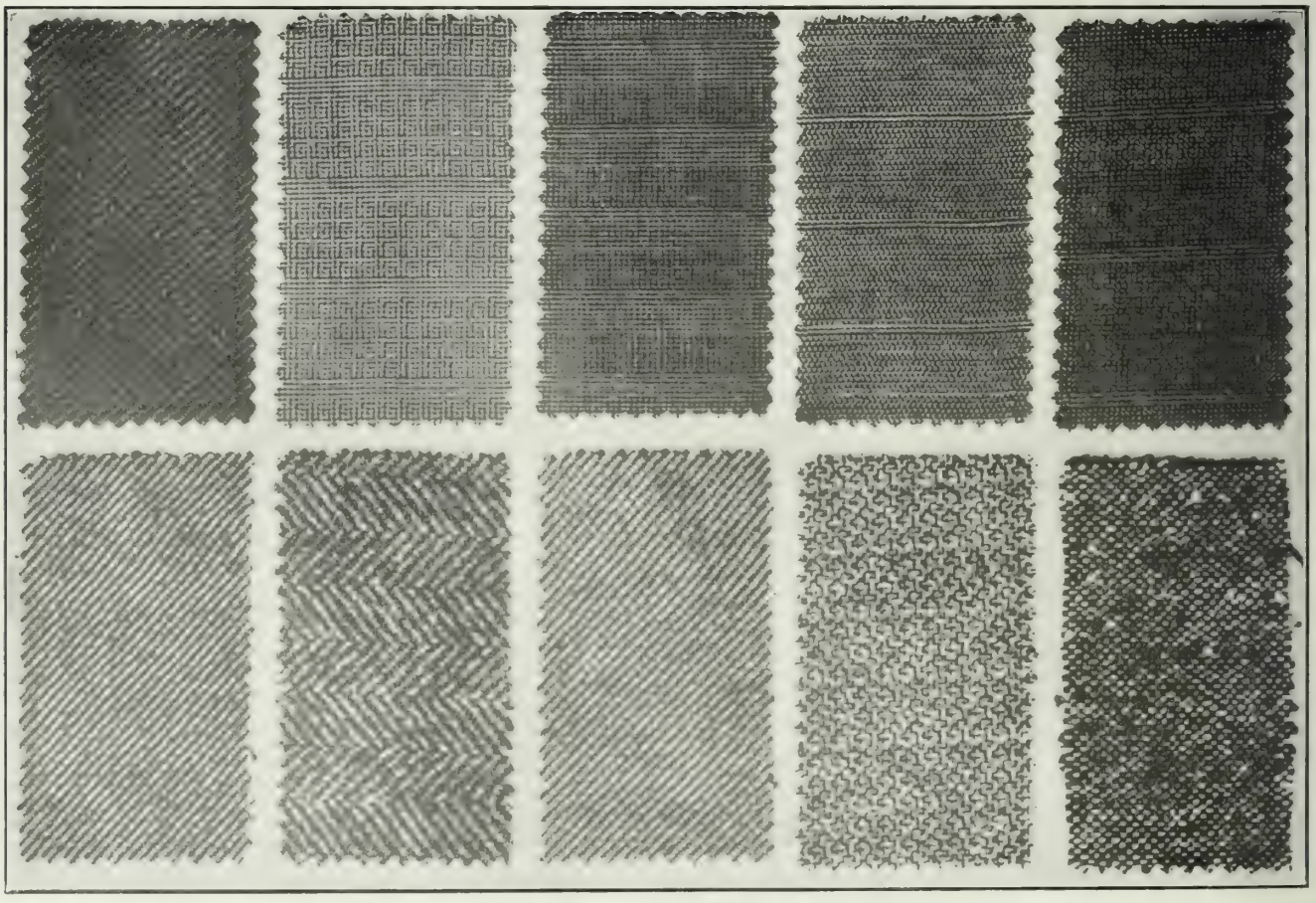
Shepherds' plaid patterns in black and white will be shown in very tasty styles. This pattern is always more or less popular with many of the people through all parts of the country. In this line, are shown double-breasted, single-breasted and the buttoned up side effects. A coat with the body and sleeves made of the shepherds' plaid, had a revere of black silk. The garment had a narrow band for the collar part, and on the band were small ornaments embroidered with black silk. With a belt around the waist, this coat presents a very pretty and appropriate garment for the small boy. Other very striking models are made from cloths with the hair-line stripe. Browns, in the moderate shades, are also very popular in a large range of patterns. Steel greys, light greys, fawns, navys and other up-to-date shades are well represented in the coming season's lines.

The suit or coat of navy serge is seen in many taking lines. Several ranges show the V-shaped yoke of white material, with embroidered designs. With some of these come the second dicky made from cloth to match the suit. Thus, while the finer dicky is being washed and dried, there is another to wear with the suit.

Another style that should take well, is the coat or dress that buttons at the side of the garment. Running up and down the front is a box plait, and upon this plait are several rows of narrow white braid sewn and running across in a diagonal effect. This is only a few of the various effects that are being brought out for the Spring's trade. On several of these models are seen buttons that are used as a trimming. These buttons are smaller than the buttons that are used to fasten the coat, but they are of the same pattern and shade. The buttons used on these new samples are very appropriate in the majority of the various ranges. In fact, the buttons set off the appearance to a marked degree.

In the "toppers" and the refers, there are about the same patterns and qualities of cloth employed in the manufacturing of these garments, as is used in the suits. The collars on these garments are neat-fitting, and some of the better lines have taking effects in velvet or silk.

The coat that buttons over on one side, produces a very "classy" effect. Buster belts can be used on all the various models of the class described in this article. Patent leather in both dull and the glossy finishes, will be made into various shapes and qualities of belts. The belt with the "dip" in front is seen on the high-class garments as well as the moderate-priced ones.



Top row — Samples of suitings for Spring 1912. First three samples, reading from left at bottom, are Spring overcoatings, and remaining two are samples of cloth for hunting and smoking coats, etc. Courtesy Semi-Ready Co., Montreal.

Essentials of Profit in Boys' Clothing

In the First Place Much Depends on the Impression Created by the Salesman — Developing the Customer for Future Business — Size and Quantity Basis — Ordering Lines for Placing

(For the "Review" by Arthur R. Lowe, T. W. Robinson Co., Moose Jaw.)

PERSONALLY, I am impressed with the fact that there is no article of general merchandise so hard to sell as boys' clothing. A boys' suit is the last consideration in the average household, especially if there are more than one or two boys to provide for.

In order to make this class of merchandise a satisfactory and profitable line of goods, the merchant should select his salesman to be courteous, painstaking and energetic. A man should have thorough knowledge of the class of goods he has to sell in order to make a success of it. When a boy's suit is wanted, the mother, who is generally the purchaser of this article, has already made up her mind before she enters the store that she is going to buy a suit of clothes for the boy. This is the most critical time of the sale and the salesman must be alive and up-to-date, for it will be according to the impression he creates whether he will be entrusted as an helper and adviser, or whether he will degenerate into a slot machine regarding this sale.

Usually the little fellow has already made up his mind as to the style he wants. It must be like Tommy Jackson's, Lion Brand, or must have pockets like daddy's. Little suggestions like these go a long way to making a sale and we must satisfy the boy. It is a good thing to satisfy the boy; you are developing a customer.

Personality and Salesmanship.

Whatever may be the case in selling other merchandise, this line of goods gives one the opportunity of developing one's own power of personality and salesmanship. Moreover, one has the chance to develop and shape the tastes and purchases of your customers.

A profitable sale is the one made when the salesman sells the better article. The customer is always willing to listen to an instructive argument, and it should be the first principle of the clerk to point out the advantages derived by buying the better article. It is reasonable to suggest that good clothes demand higher prices. The good suits appeal to the average buyer, because they fit so much better and look smarter and will wear better and longer.

Introduce Better Goods.

Does the average salesman ever point out to the purchaser the cost of transportation, packing and unpacking—that it costs as much to sell the good one as the cheaper, and that, therefore, the former must be of far greater value to the wearer?

The wideawake salesman is the man who has a good look at the bust he has to fit, and will be wise to take the measure before the selection is made. This will save a good deal of annoyance both to himself and the customer than to find out after the selection is made that you haven't got the size wanted. The wideawake salesman will not cheat his department or his talent by introducing cheap goods. This principle of introducing better goods has innumerable applications through each department of the store. You create a want in the minds of the people for good goods and you will find that the policy will bear fruit and develop a demand and willingness to pay for good things. *Remember that a nobby suit on a smart little chap* is a walking, talking advertisement and a fast friend of the store.

Time is Money.

One finds it does not always follow that boys of the same age will wear the same size clothes. To my mind a mistake is made by the salesman who selects the size by the age. This is a *waste of time.* All children are not proportioned alike. It is often a time-saver to try, say, a 28 size on a 10-year-old boy. Give the boy a loose fit; it gives both the boy and the clothes a better chance, and a well-made garment will fit the shoulders and give the room and look the size, even if it is a size too big.

Ordinary Sizes for Placing.

The salesman who earns his wages will, before buying, sort up the stock he has on hand. If there are any old numbers or stickers after the first season's sales, he will throw them out on the bargain counter; put a price on them that should turn them into ready cash. He will then sort up the good stock he has on hand, taking both size and price into consideration.

Sizes and Quantity Basis.

The buyer of this department will find, no matter how careful he is in buying sizes for placing, that there will always be a large surplus of certain sizes left at the close of the general selling season. This, I should suggest, could be regulated at the time he does his sorting. One will always find less demand for the large and small sizes than for the medium, but it certainly does not follow that the same quantity of sizes for assortment will work out to advantage in every locality. This must be decided by the wideawake buyer, who is careful to watch the selling sizes in his town from one season to another.

Proportional sizing of children 1|19-2|20-1|21-1|22-3|23-4|24-2|25--1|26. This assortment of sizes only applies to Buster, military or blouse suits. It is not wise to buy any size larger than 26, and then I should have a youngster in sight for this 26 before including it in the assortment of sizes.

The demand for these little fellows' ready-made suits is becoming more popular every season. The consumer realizes that the expense in making the smaller sizes, such as 19, 20, 21, is equal to that of the larger ones. The enquiries for these smaller sizes give the merchant every encouragement to stock the more nobby ones, and we would just like to nudge the manufacturer of boys' clothing that the trade demands these smaller sizes, made to look smart.

Proportionate Sizes.

Norfolk Suits			1	3	1	4	2	1		
			25	26	27	28	29	30		
D B Knicker			1	3	2	4	2	2	1	1	2
			25	26	27	28	29	30	31	32	33
DB Bloomer	1	1	3	1	4	2	2	1	1	2	1
	24	25	26	27	28	29	30	31	32	33	34
Youths' Long Pants								2	5	3	2
								32	33	34	35

(Concluded on page 85.)

Eye Measurement in Special Orders

Every Figure Does Not Conform to Standards and the Man With the Tape Line Must Make Close Observation as to Peculiarities of Form — Some Common Faults Explained

(For the "Review" by David Fraser.)

This is the second of a series of articles pre- on certain phases of the special order business pared for The Review by an experienced tailor in clothing. Enquiries on any point, addressed to The Review, will receive prompt attention.

THE other day we asked a reader of The Review for his opinion upon our article in the last issue. He replied, "That instruction in the use of the tapeline is all very well, but what we want is more talk on "eye measurement" which will enable us to give a correct description of the figure."

Now, who can tell me the proportionate leg measurement for a figure say 5ft. 10 in.? Proportions should never worry one. The man I guess was right. His troubles came, and will continue to come from incorrect measures.

Difference in Figures.

A simple, safe and reliable rule, such as that given in the last issue, used as a check, is a sure means of preventing errors. By that, I mean to be understoon, every figure will not measure up to the standard. Some men are ill-shapen, being stout and short or angular and long. These are the very men who are the best proposition for the "special order man," being difficult to fit with an ordinary stock size. This special-order business appeals to them. They are easily handled by an ordinary salesman, providing he can connect successfully. By checking the measures taken with what the proportionate rule calls for, simply acts as a "storm signal." Should they not agree, the wise-guy proceeds to confirm his first attempt by a re-measure, to make "almost sure" that the length recorded is O.K.

Where Custom Tailor Excells.

What The Review reader called "eye measurements" is really more than a topical term just as a well-known cure-all ointment claims that it "touches the spot." This is the one and only art, we are told, that the custom tailor particularly execels in. There is a reason. It is not far to seek. Measures no matter how faithfully given, provide little or no indication of the many little eccentricites that develop in the human form divine. A serious accident in infancy or youth, in the trade, profession or recreation a man follows, does much to determine the form his figure may develop into.

A few concrete examples, culled from actual experience may possibly be the best means to show what "eye-measurement," is, its effects, and how, practiced, it would overcome some difficulties.

Close Observation Necessary.

An agent received an order for a fall Chesterfield coat, for a figure abnormally full in the blades, with a decidedly curved or rounded back-centre. The right shoulder also was ¾ to an inch lower than the left. This customer is a barber by trade, which

Window of hunting apparel by B. Wright for Rutledge & Jackson, Port William. Painted background represents sunset scene on a Canadian lake; boughs fastened to framework of wood about two feet from background. Floor covered with about two inches of leaves and vines from the woods, with an old moss-covered log at back. The moose is cut out of beaver board and painted in natural colors. At side is jointed figure with wax head. Partridge and owl are mounted. Goods displayed—sweaters, hunting coats, heavy shoes shoepacks, etc.

account for the development of such a figure. Unless such details had been measured by "eye-measurement" and the coat had been made for a normal figure the following defects would occur:—Collar standing off at back of neck, not high enough, the right side of collar would gape open wide enough to allow of one's whole fist filling the gap. At the sides, seams on the right would cling close to the body, the left would stand off and flare away too wide, giving the impression that something must have been twisted, or in other words the coat would not be balanced to offset the one-sidedness of the figure.

Take another case. This order called for a Chesterfield, 38 breast, but when fitted was declared to be far too small. Having been returned, it was replaced by a full 40 breast coat, that did the trick. Here Mr. Salesman did not observe that this man was wearing a sacque coat several sizes too large, consequently he required an overcoat, or, as the name clearly indicates, a coat to go over his under coat. This order should have had a remark to this effect, "to fit over a sacque coat, two sizes larger than the breast measure."

Another case of a different order fell to our experience a short time back. This coat the agent remarks "is too full around the collar and does not set down to the neck anywhere. It is also too tight on the top of the shoulder bone which stands up rather high." This is a class of figure often met with and best described as "trying to hide his ears under his shoulders." No normal coat will fit such a man, he requires a garment that is cut with the shoulder high or square, whichever term you may choose, and consequently the arm's eye must be correspondingly high to suit the figure. You may say, why I would have measured him so and so? Yes, and then have measured wrong most likely and have had to stand by the consequences.

The best measure to take in such cases, if measure you must, is to take a yard-stick or any other straight rule, standing at the back of the figure, place the rule across the back on a line with the height of the shoulders, seeing that your rule runs in a parallel line with the floor, place a pin at the centre of back, at the level thus found, then feel for what anatomist call the "nape bone." This is the seventh bone from the top in the vertrebrae or spinal column and is easily found, near the collar stud, and protrudes like a lump. Feel for it on your own figure, for example. Place your tape on this and measure to the pin previously placed as above described and call off the measure. This gives what tailors call "height of shoulder" and will indicate to Mr. Designer the true position of the figure at that section.

Questions Answered.

Following are answers to several enquiries we reecived to our previous article on measuring for special orders:—

Topsleeve.—The coat you describe, has not sufficient length or round over the blade-bones both in length and width, which causes the fullness to occur at the bottom of the back-sleeve and the bottom of the back of coat to flute in an ugly manner. Possibly one shoulder is depressed as described above.

* * *

Want-to-Know.—The trousers you describe as having "lovely wrinkles" running diagonally from the back of calf to about the bottom of the side pocket, may be caused by two defects. Your man may so stand that his stomach is well forward, the balance of the figure eventually bringing up the rear, with the calves of the legs back as far as the law will allow. Your order should have observed this "eye-measure," or he may be so flat, in that part of his anatomy provided by nature as the ideal spot for corporeal punishment, when young, that the trousers when worn, having been cut for a normal figure, must show the loose cloth somewhere, and not being filled out as provided for, naturally falls down in "elegant" folds around the back part of the knees.

* * *

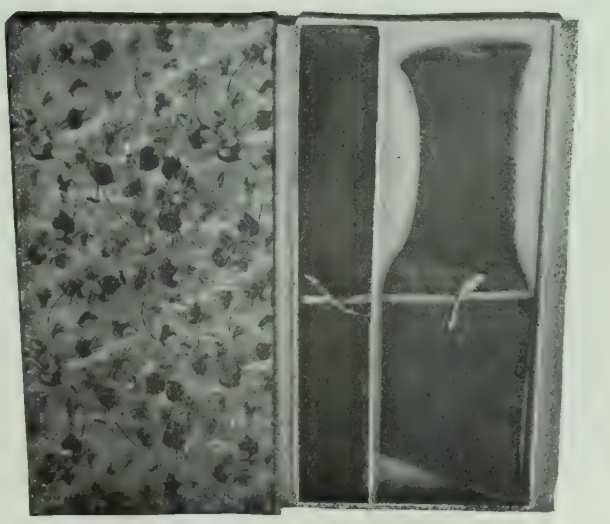
Bob-L. Stitch.—We have no excuse to make for the instructions for taking the trousers measures, for side-seam and leg-seam evidently were overlooked in the "press off."

For the side seam measure, locate the hip-bone at side of waist, place the tape 1 inch above this bone and measure the full side length. See that the trousers are held up in place before taking the leg measure. This ensures getting the tape high into the fork; then measure to the length required. This varies, so individuals request a full length; others, the opposite, a short length. Some require the trousers to break well over the boot at instep, while others again will not stand for that one minute. The trousers must fit clean without any "concertina" wrinkles at instep, or, in other words, must be "hollowed out" at this point. The width at the bottoms, should be in harmony with the size of shoe worn.

Essentials of Profit in Boys' Clothing

(Concluded from page 83.)

The argument arises does the youths' long pant suit fill the want of a swell dresser, say, of a youth between the ages of 14 to 18 years. I really believe this line should be in a class of its own. The average smart youth of to-day, if he is at all particular in his dress, demands a much smarter, *better class* of clothing than what is termed "youths' suits." For instance, the ready-made clothing of to-day has become so popular with the masses that both boy and youth demand fit and style equally with the men.



Christmas combination box containing cravat and hose to match. These come in 12 shades. Courtesy Niagara Neckwear Co., Niagara Falls, Ont.

Montreal Store Embodies Excellent Ideas

John Allen Opens New Men's Wear Store in Which Windows and General Display Equipment Have Been Very Carefully Planned --- Two Floors: First, for Furnishings and Hats; Second, for Men's and Boys' Clothing

A CLOTHING and general furnishings store was opened by John Allen in September, 1887, at the corner of Craig and Bleury streets, Montreal. This store is still doing business, and is one of the most progressive establishments in the downtown district.

Ten years after starting in business, a new branch was opened on St. Catherine street West, where Holt, Renfrew & Co., Ltd., now have their fur store. From this the business was moved to a building near Peel street. After some years of increasing business Mr. Allen decided to move to more convenient quarters. Consequently, a fine building was secured at 355 St. Catherine street West. After a thorough remodeling this up-to-date store was opened to the public on Tuesday, November 7th.

The new building is a handsome four-storey structure, concrete brick back and iron frame. It has a frontage of 26 feet and depth of 120 feet.

At present, the ground floor, and the first floor only are occupied. On the ground floor are men's hats, caps, underwear and furnishings. The store shows the effect of careful planning, and many methods are installed that embody the latest idea.

Keeps Goods in Excellent Condition.

On either side of the ground floor are display shelves. Many of these shelves are enclosed by glass doors. This keeps the goods in perfect condition, and also exposes them to the full view of the customer. On the left side near the front, is a long row of these shelves, extending to the ceiling. Along in front of this set of shelves are glass cases in which are displayed a good assortment of hats and caps; showing styles for which there is no room on the shelves behind. Opposite, on the right side, are shelves for collars, neckwear, etc.

Near the rear of the store underwear, sweaters, shirts, sox, etc., are kept on shelves. On either side of the store, just in front of the shelvings, are up-to-date show cases. In these are displayed the various garments carried in stock.

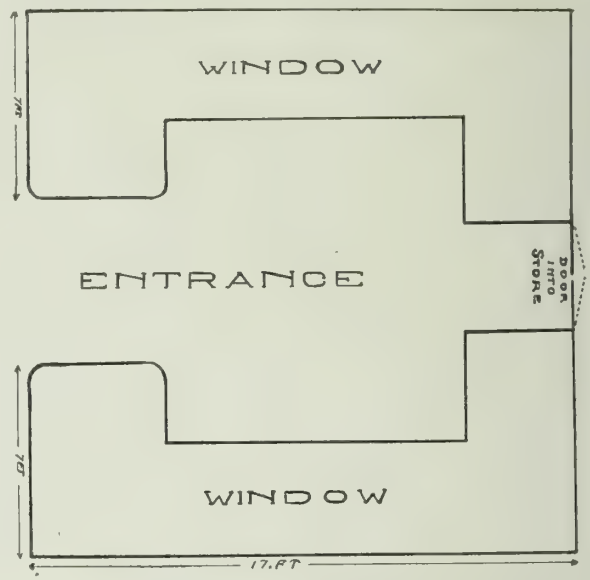
In the centre of the floor, near the front, are two glass cases in which are displayed shirts, gloves, and other attractive lines. Several tables are arranged along the centre aisle. On the ground floor are no less than twelve silent salesmen. In the rear are several places for unpacking goods, stowaway places, etc. Midway back, on the lefthand side is a wide stairway, leading to the first floor up. An elevator service is another convenience of this store.

The first floor is the same size as the ground floor. On this flat are kept men's ready-to-wear clothing, the suits being carried on revolving stands, and all through this department goods are kept under glass. The boys' department is in the rear. Tables are used to display lines of goods not kept in the cases. Many up-to-date unit trims are shown on the tables throughout the entire store .

Balcony Around Ground Floor.

A feature that should bear special mention is the balcony that extends around the wall on the ground floor. This balcony is about seven feet above the floor, and is wide enough to allow a person fully enough room to move about. The front is enclosed with a metal network on which is formed the letter "A." From this balcony, up to the ceiling, are shelves, upon which are kept the surplus goods that cannot be kept on the lower shelves and tables. This method gives a large amount of space to the stock without crowding. A cash-carrier system is used throughout the store.

A fact worth noting is that the entire wall on either side of the ground floor is occupied by glass cases and shelves. On the first floor up the wall is also nearly all utilized for shelving, wardrobes and clothing racks.



Plan of entrance and windows, Allan Store, Montreal

Attractive Windows.

The windows are one of the bright features about this new building. The sides and backs are cased up two-thirds of the way with hard wood panels. Each window is divided into several units, spaced by small panel designs, the principle of which is seen in many of the clothing and furnishing stores throughout the country.

One side of the entrance is devoted to the display of hats, clothing, vests, gloves, etc. The other side is used for the display of shirts, neckwear, mufflers, and other goods. Above the hardwood finish is a tinted wall. All around the sides, near the top of the panel work are ledges on which are draped and displayed certain lines of the merchandise. Under the floor of the window proper is situated another ledge. This affords opportunity for displaying sweaters, underwear and other lines to good advantage. This style of display is becoming a general point of consideration with many of the stores.

The ledge trim over the door is another commendable section of this well designed window. In this enclosure are draped or displayed various garments. Two large lights from this entrance, as well as well lighted windows, give the store a very impressive appearance, sure to catch the attention of the passerby.

Two Views of the New Allan Store, Showing Fine Display Arrangement

Interior view of the new Allan store, Montreal. Reserve stocks are kept immediately above departments and are accessible by means of a balcony.

Magnificent display front in John Allan's new men's wear store, Montreal. The deep vestibule is surrounded by windows and above the door is a case for unit displays. (See article and plan.)

For Your Ad. and Window

Extracts that Contain Suggestions for Your Appeal to Customers --- Bright Paragraphs About Seasonable Goods.

These clothes are different, distinctive, dignified.

* * *

Clothes for young men and men who stay young.

* * *

There can be as much style in the hose you wear as in your clothes.

* * *

We can give you more comfort in underwear than you have ever had.

* * *

Our hats are brimful of style. When you wear one it is brimful of appreciation.

* * *

Do you seek comfort in underwear? We can set your mind at rest on that score.

* * *

A neat looking suit is the usual sign of the gentleman. We can help you with the suit.

* * *

It is cheaper to pay $4 for a pair of drawers and underwear than to pay the doctor to cure your cold.

* * *

The brand new fabrics for the season—ready and waiting for you here. Hundreds of beautiful patterns.

* * *

You see in our clothing what distinction in style means; the all-wool quality and perfect tailoring are there too.

* * *

We have every accessory in good-giving here. Beautiful neckwear, hosiery, shirts, umbrellas, jewelry—not an item has been overlooked.

You are entitled to perfect-fitting suit and you get it here. No matter what you pay our clothing must fit. Particular men are welcome here.

* * *

Fit isn't everything—neither is quality—neither is perfect comfort—but these three are combined in our underwear proposition. Ask us to show you.

* * *

If these hats were not of the best style, the most satisfactory quality, you would not be looking at them. They would not find a place in our window.

* * *

This store is aglow with varied colored neckwear for Fall and Winter. Rich fabrics for the gift season. Beautiful brocaded silks, tapestries and Persians.

* * *

No reason why you should fear that your Christmas gift will not be acceptable. He will probably see at a glance that you bought it here, and will be well pleased.

* * *

Let us give you the praise and personality that our garments bestow—the assured air of "fitting" indoors, outdoors, anywhere as the accepted equal of the best dressed men.

* * *

We know a man who was laid up six weeks with pneumonia. It will only take you six minutes to select one of our soft, smooth-fitting combination or two-piece suits in underwear.

* * *

In our clothing you get the correct curve to the lapels, the proper flare to the coat, the perfect set to the collar, uniform buttonholes, even stitching, smooth, flat edges.

* * *

Should you happen to pass this store when looking for Christmas favors for your boy, your husband, your brother or "him," you are missing your best opportunity. Our stocks are rich in suggestion.

Show cards by F. L. Kickley for D. E. Macdonald & Bros., Guelph, in connection with their all-men's week. These cards were in black and white, with illustrations applied.

This Is Men's Week at Macdonald's
All the windows will be devoted to the display of Men's Clothing and Furnishings and splendid values abound
Special Overcoats at $10.00
Great Value at $15.00
$13.50 Overcoats
D. E. MACDONALD & BROS.

A newsy advertisement, 9-in. x 11-in., used by D. E. Macdonald & Bros., Guelph, in connection with their men's week.

How D. E. Macdonald & Bros., Guelph, Advertised Men's Wear Week

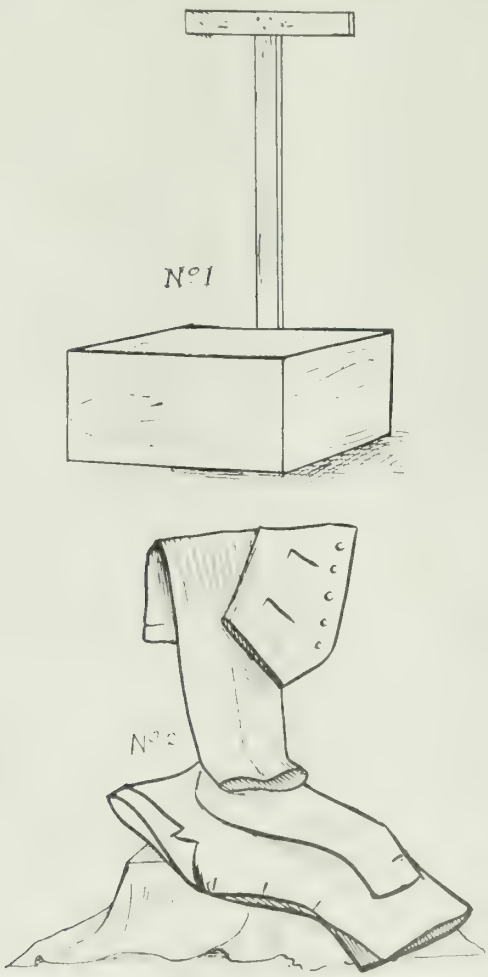
TWO windows by F. L. Kickley for D. E. Macdonald & Bros., Guelph, for their "Men's Wear Week." In the coat window a Madras-covered mirror is centred in a floral-decked framework, suggesting a pergola, and in front of this is a platform about one foot high covered with linen burlap. This renders it possible to arrange the goods to much better advantage than when they are all placed on the same plane. The background gives a soft and very novel effect. The mirror and platform idea is also carried out in the shirt window. Copies of the "Men's Week" advertisement were placed against the window so that they could be read by the inspecting public.

When You Must Make Your Own Fixtures

Suggestions for the Man Who Cannot Afford to Invest in Display Equipment --- T Stand and Platform and a Picket Fence Adapted to Wide Variety of Uses

(By Paul O'Neal.)

ONCE in a while The Review is asked: "Why is it that papers prepared with the intention of enlightening the men's wear merchant, do not pay more attention to the requirements of the little fellow—the man who cannot afford to buy elaborate fixtures, and who must depend almost entirely on his own ingenuity to produce anything out of the ordinary by means of display?" To which the reply might properly be made that there scarcely is a display reproduced in this or any other paper that does not contain a practical suggestion of some

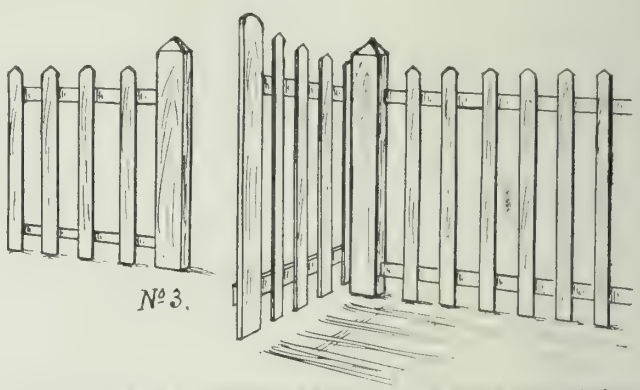


A simple fixture and its application for the trimmer who has no alternative other than to apply his own ingenuity to the production of display equipment.

kind. Surely, after studying the effect of a certain simple unit, the merchant, however small he may be, can make for himself fixtures that will serve a similar purpose, if he cannot afford to buy them already made.

Although good fixtures may be obtained to-day at very moderate prices, for the benefit of those men's wear merchants who cannot buy, The Review illustrates, this month, an unusually simple, yet very effective, bit of display apparatus specially suited for the window. It is exceptionally simple of construction. Drawing No. 1 shows the entire piece and needs little explanation. Any ordinary packing box about 2 ft. by 18 in. by 9 by 12 inches deep, makes the foundation. The "T" piece nailed to the back may be made of any piece of packing box cover. It may be 2 to 3 inches wide and its roughness does not matter as it does not show when displayed.

No. 2 drawing is a suggestion for display. Over the box may be thrown any appropriate piece of covering, care being taken to have it harmonize in color and material with the window trimmings. On this the coat should be thrown in a manner to show it advantageously. Over the T hang the trousers and vest. This completes the unit which may be used as a centre piece for a small window and furnishings may make up the balance of display. Where there is room, more of these units may be used as main features of the display.



A picket fence may be used to advantage in a men's wear window.

Drawing No. 3 is a suggestive outline for a piece of window furniture that will suggest much to the alert window trimmer because of its wide range of utilization. It is a picket fence which may be used in large or small windows. Even a very small window could use the gate if nothing more. This fence may be made cheaply by any carpenter and the ingenious trimmer with a little time at his disposal can make one from packing boxes or a bundle of laths. The pickets should be about 3 ft. high by 1½ inches wide by ½ to ¾ inch thick. The posts may be made of 7-8 in. stuff and should be about 3 inches square. The fence should be painted dark green or any dark color that does not detract from the color scheme of the window. We do not illustrate any draping as it is open to so wide a range of use. We merely suggest a few and the window trimmer may embellish or add to the list.

This fence may be used every season of the year—Spring, Summer, Autumn, Winter. For a clothing window, suits may be displayed hanging on or over the top, while others may be shown on the floor. If clothing is shown in conjunction with furnishings, the latter may be hung on the top of the fence while some pieces may be pinned to the face or front of the pickets.

Displays That Appeal in Window Advertising

Window of pleated shirts and neckwear, by Mr. Shields, for G. B. Ryan & Co., Guelph. A table is employed in the centre of this window and shelf in the rear.

A unit trim by J. K. Dallemone, with J. M. Hickey, Toronto, in which shirts and neckwear are tastefully displayed.

What Are You Going To Do About It?

Would You Oblige This Customer and Make the Exchange?

MORE exchanges are handled the week after Christmas than any other time of the year. Salespeople dread this season, and because sales are bad and their time involved in looking after returns, they are apt to be impatient and irritable. Then there is stocktaking ahead. Where customers are referred to the Exchange Office or, through return slips, wish to purchase some other articles or goods, actual sales do not count very large in a day's business. This is another reason for worry.

Many different excuses are offered why goods should be exchanged, and each has to be considered in turn. Some gifts have been duplicated, others do not fit. It is found after the holiday that a neighbor or friend has received a gift "just like it," or maybe shades do not match with others worn.

Here Is A Case To Which The Review Requests An Answer

A customer returns a pair of gloves to the men's furnishings department with the explanation that he received them from a distant friend and they are too small. It would be necessary to return them, making added expense, trouble and delay. He does not wish the donor to know they were unsatisfactory.

The recipient does not always approach the merchant with the request to exchange them. He may send his little boy, his daughter, wife, sister, or neighbor, at different times, and the firm has to be consistent.

How would you deal with this particular case, giving your own words? What is the best policy? Tell your experiences. This problem is also of interest to departments other than Men's Wear. The competition is open to all.

For the three best answers, the following prizes will be paid:—

FIRST	SECOND	THIRD
$3 and Review for One Year	**$2 and Review for One Year**	**$1 and Review for One Year**

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in December midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than December 9th.

HATS AND CAPS

Specialize in Hats and Caps

English Styles in Stiff Shapes and Plain or Rough Felts in Telescopes, Alpines and Fedoras --- Safe Colors Selling and Novelty in Greens --- Some New Caps

Repeats on Fall hats and caps are much later this year and manufacturers are kept busy fully a month longer than usual. Orders have been general from all localities and the volume of business on domestic numbers will show exceptional increases. Merchants are appreciating the advantages of prompt delivery and being in a position to secure repeats without undue delay. Travelers have been on the road fully three months with Spring samples and are planning to come in over the Christmas recess.

Spring business is showing a wonderful increase.

Buyers are selecting lines which on necessity meet their requirements and consider values on an equal basis or should do so. There is no doubt, if buyers would adopt the same principles as manufacturers and adhere to or choose styles and values by direct comparison, that every style, price quotation and quantity could be met and handled. Manufacturers by being enabled to introduce greater system, specialize on departments for each operation and warranted in adding new machinery with consequent cheaper output could show an excellent range of samples.

However, this is not merely a matter of sentiment, and domestic hatters are surely meeting Canadian demands with greater success each season. They are in direct touch with selling needs through practical exeperience with market demands. Each year improvements and larger orders enable manufacturers to bring their next year's output to further perfection. But there is this much sentiment, and travelers are right in expecting orders on values which are identical and should not be asked to undersell competition in order to merit consideration. With a liberal support on this understanding the sales would justify manufacturers in making still greater outlay in different departments. Virtually, merchants are helping themselves and Canadian industries. In viewing the protection of import factories under tariffs in their own countries, domestic hatters are entitled to orders when showing equal styles, values and prices.

Position of Derbies.

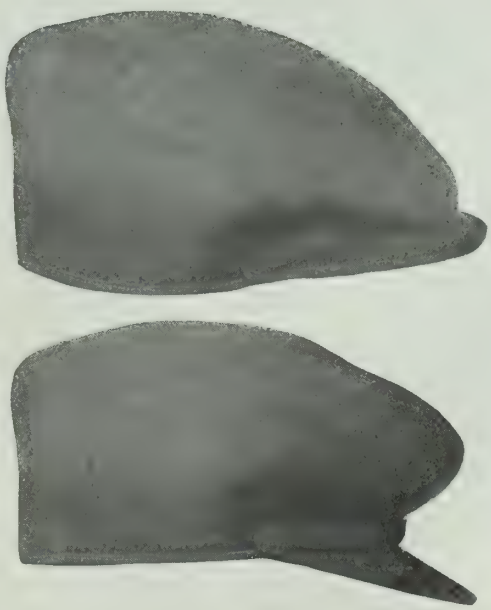
Orders taken so far show that stiff hats are good in moderate blocks but there is a decided feeling for more extreme styles to add novelty as the season advances. Buyers were correct in adhering to safer models but if necessary they can select "English" and New York designs, which are shown. There are two drawbacks this season. As merchants know there are features for which low brimmed, flat models are quite unsuitable although many men can wear them with good effect.

Spring is to be a season of soft hats from present indications. Soft hats for Fall especially rougher makes, have had a run and judging by orders already placed, it is sure that this influence will be felt in the sale of derbies, which result to some extent, was evident this Fall. Plain felts are likely to be preferred, as the season advances, although at present a number of rougher felts are being asked for. It was notable this season, that some buyers asked for blocks in which the felt were not dressed.

Good Sellers in Soft Styles.

Telescopes, stitched alpines and fedoras, styles with moderate or snap brims are all expected to sell well. Models shown include 3⅝x2⅜, 5⅜ x 2½ and 5⅛ x 2⅜ dimensions. Best colors are greys, soft tans, browns and mixed shades on these tones with black always safe. Green shades and mixtures are coming to the front strong following the Fall success, which follows also early forecasts, and it has been found that buyers especially in large departments are banking very strong on greens. An unusual wave is expected for early Spring months and until straw hats begin selling again.

(Concluded on page 95.)



New one-piece felt cap, made in all favored colors for Spring. Chas. C. Punchard & Co., Toronto.

SHIRTS, COLLARS AND CUFFS

Wide Range of Fabrics

Shirt Department Will Have Some Very Effective Lines for Spring and Summer Business ---Pushing Latest Styles and Patterns

In looking over the samples of the various shirt manufacturers and wholesalers, one is impressed with the extensive range of materials shown for Spring.

The high-class lines of shirts show some new and up-to-date features which should sell particularly well for the warm weather season. A new line is shown that is made from soiesette. This material has the appearance of silk, and comes in such shades as white, cream, grey and lemon. Shirts from this fabric are made with soft collars and cuffs. For the warm weather, this range should sell well for outing wear. Soiesette is also made into pyjamas and underwear. In these lines are some very nobby garments. This material has the good wearing qualities as well as good appearance.

Poplin, in both the plain and in the cord, are well represented in the season's showing. The colors seen in this range are mostly in the plain grey, cream, lemon, blue and white. Some very pretty and extremely stylish garments are shown in the various lines comprised in this set of samples.

A line known as Bagdad, shows some very stylish and rich shades. It has the appearance of Rajah silk. The natural effect is a very strong feature in most of these better lines. This line would retail for about two dollars, and would be appropriate for formal occasions. Mercerized Pongee, or what would be better called silk gingham, is seen in another line of shirts.

A line made of hand loom silk, is very beautiful. It comes in a number of popular shades, and every care was taken by the manufacturer to make it an extremely high-class garment for men who are particular as to their appearance on formal and other occasions. A shirt made from materials with Jacquard effects is another prominent line. The various patterns show some very nice appropriate garments for general use by buyers of medium and high-grade clothing.

Another line of shirts is made from a mercerized material which resembles the basket weave. This material has the appearance of one that would give satisfaction in wearing qualities as well as satisfaction along stylish lines. Beautiful tones of grey, ecru, blue and other shades are well represented in this line.

Herringbone effects are represented in still another range of the new shirts. This pattern comes in different shades, and has the soft collar, tie and cuffs for the warm weather wear. This line, as well as many of the foregoing, is a prominent one in the various samples being shown for the coming season. It is well adapted for wear on the golf field, or on boating trips when the weather is fine and sunny in the Spring, Summer and early Autumn seasons.

The brocaded silk gingham shirt is one that should sell well in the men's department. This material is made in various designs that is sure to please the majority of the most fastidious minds. The sale of this line will begin as soon as the cool days of the late Winter have left us; and the breath of the warmer season comes along.

Flannel shirts in the natural greys, browns, corn and other favored shades, will be shown, and the average merchant will make sales the year round if he keeps a small stock of these shirts in both the light and the heavier weights.

Algerian and Mexicaine shirting materials make an ideal range for general warm-weather wear. These materials are made into garments with the laundered cuff.

A noticeable feature that is seen in the general lines of many of the higher class shirts; is the natural weave effects that can be seen in the materials. These for the most part have the appearance of Rajah silk. In the cheaper lines too, is seen this effect in quite a large numbers of ranges. Some ranges show this effect throughout the entire lot of samples.

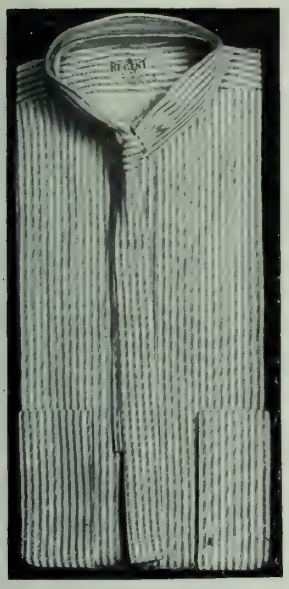
In the new samples, the pleated shirt is not seen very much in the cheaper qualities, but in the medium and better grade numbers, the pleated shirt is receiving considerable attention. The all-white shirt with brocaded patterns, either in the plain or in the pleated front, will take well in all parts of the country. For tennis, boating, and many other uses in the warm seasons, this shirt will top the sales in many stores.

Should be Successful Season.

Whether the coming Summer season is a prosperous one or not, remains with the merchant. If a store does not stock the goods, it is sure that sales cannot be made. The merchant who stocks the new goods in the moderately-priced lines, and makes efforts to sell them by proper advertising, and window trimming, as well as using up-to-date salesmanship, is sure to do more than he ever expected to do. Instead of ordering just what should sell, if the merchant should buy a little more this season than he did last, and should put that much more energy in selling the goods, he would find they would sell much easier than was at first expected. There are merchants who figure this way: "Well, last year, I

sold so many dozen of this priced shirt, and so many of this, and this, and so on; so I must not buy beyond this quantity in the various qualities. This has been a bad year, the people are sending a lot of money away to the mail order houses. So if I buy any more than I did last year, I shall surely have some left on my hands." No wonder these men are doing the same amount of business to-day as they did ten years ago.

It takes many hours of hard study and planning to succeed in the men's wear store.



Coat-shirt in black and white stripe effect, with soft collar, tie and French cuffs. Rengent Shirt Co., Montreal.

The Collar Situation

For Fall and Winter wear, the semi-regatta shirt is the leader, by far. These shirts with the short stiffened bosom are heavy enough for dressy appearance, and they are also light enough for comfort. For wearing at the present time, this shirt is much dressier than the soft-front shirt.

For informal evening wear, Tuxedo and many other occasions, as well as for every-day use, this style of shirt is at the height of the fashion. The double bosom is not only stylish for the Winter wear, but it is a great protection for the chest from the cold winds and storms that come at this time of the year.

The semi-regatta shirt is made in a large range of colors and patterns. It comes with the starched cuff attached in many, in fact, in most of the different ranges.

To wear with the semi-regatta shirts, single band collars with small wings in round or square point styles are meeting with favor and, at the same time, ties of wider cut than usual are favored.

The double collar is selling in larger quantities than ever. While Fall trade has shown some demand for wider openings in front, the close-fitting styles are still largely taken.

Hats and Caps

(Concluded from page 93.)

Novelties in caps are being prepared and although it may be premature to state in detail each pattern until it is ready for travelers some very stylish designs are to be ready shortly. One-piece caps in different shades and made of felt are foremost in Spring orders having been booked in many localities. They appeal to buyers because of fit and while automobiling has had its influence in bringing about the popularity of soft hats for that same reason it is just as true of caps.

For new effects in pattern cloths, tweeds or worsteds, designs are being worked out and one striking style is made so that patterns form black stripes from back over top, to the point of peak and across from side to side.

Patented band-caps in Spring weights in all the leading cloths and designs similar to Spring clothing materials are good at different prices. Check both black and white and brown and white hold their usual place. Cheaper lines in popular prices show a fine assortment of patterns and merchants sorting with liberality.

Christmas window by J. K. Dallimore, for Hickey's, Toronto. White frosted lattice supporting papier mache Santa Claus head. Decorations in white holly and poinsettia; frosted effect secured by means of Alabastine and powdered glass or mica dust.

Getting Best Light Effect

Plan Adopted by Trimmer for Picard & Picard, Montreal — Points to Observe in Working Out Attractive Settings

Montreal, Nov. 14.—One of the important points to be taken into consideration by the window trimmer or inside decorator, is the application of the light and dark portions of the display. To obtain the best results in exposing light materials, a dark background is required; and, on the other hand, a light background is required to show off dark goods. Decorators often overlook this point.

With this fact in view, Mr. Pike, with Picard & Picard, arranges his window, and interior decorations. The window trimmed for Thanksgiving trade shows how the articles can be arranged so as to give an attractive appearance.

The bust form at the left, shows a combination of high-class formal dress. The vest and tie are accordion pleated sillk. The shirt is pleated in front and is of the latest style. The watch chain shown, is the latest design, note the absence of the fob. The gold studs in the front of the shirt, and the cuff links match the chain. A cigarette case with a gold initial is inserted in front of the shirt to form a contrast with the large amount of white. This would show to disadvantage if there was nothing to break the monotony. The collar is a close-fitting double-band style. The reader will notice that a handkerchief is placed at the top of the form, and inside the collar. This takes away the bare look that would show unless something of this sort was used.

Near the dressed form is seen a dressed foot model. The line of half-hose shown matches the vest and tie just described in the foregoing. This line of hosiery is shown off to good advantage by being set on the white ground work. At the foot will be noticed a set of gold cuff links and studs.

Between these two forms will be noticed a fancy scarf, on which is another set of links and studs. Above this is a Hallowe'en emblem; something entirely new in window designs. Another of these designs may be seen to the right of this unit trim. Notice the manner in which the white encircles the figure so as to bring out the outlines of the emblem.

Another dress form is introduced above the lower trims at the right of the left trim. This shows a white vest, with cane, scarf, etc.

Trimming Underwear Windows.

At the right of this picture are drapes of underwear, hosiery, and garters; and upon each cluster of garments is a show card, giving the price of that particular assortment. In the centre of this trim may be seen a number of pairs of socks. The usual method of displaying this line of goods, is to lay them flat. In this instance, the ground-work was inclined so as to give a better effect.

It will also be noticed that not more than one garment of the same variety is shown among the underwear collection. Many trimmers pile several garments together when making trims of this kind, and by so doing much of the attractive effect is often lost. A careful study of this whole trim will bring out many little points that could be used to advantage by many trimmers. One point that will bear repeating, is the fact that most of the groups shown in this window, are inclined just enough to show to good advantage from the outside. This method is one which should be adopted in many of the piece-goods displays that are shown from time to time in all dry goods stores.

The show cards are another point of interest. While not large and conspicuous, they contain very appropriate suggestions.

The ground is covered with purple plush which goes a long way in making the attractive appearance. Purple combined with black, gives an effect of "Royalty."

Throughout the different portions of the trim can be seen gloves display with scarves. Note the natural appearance of these articles.

Two attractive men's wear units in divided window, by F. O. Pike, for Picard & Picard, Montreal. Note introduction of Hallowe'en faces on one side. On the other is good arrangement of hosiery and underwear.

Store Has Unique Window Arrangement

Fit-Rite Tailoring Limited, Montreal, Adopts a Plan Which Will Enable it to do Some Effective Display Advertising — Clothing in Semi-Finished State and Also Made-to-Measure Service

An exceptionally well-planned men's wear store was opened recently at 485 St. Catherine Street, East, Montreal, under the name of "Fit-Rite Tailoring, Limited." J. W. Belanger, formerly in business at 308 Bleury Street, is the manager. This new store occupies the premises previously occupied by Desjardins & Co., furriers.

The store has 35 feet frontage, and a depth of 123 feet. The show windows are an important feature. On each side of the front part are large windows which start quite narrow at the street, and widen as they extend back towards the main opening. There is a good-sized vestibule between these windows; and in the centre of this, well to the front, is an eight-sided display window. This window is an ideal spot for displaying shirts, ties, hats, etc., the clothing, for the most part, being shown in the two side windows.

The interior of the store is well lighted, and many display cases and glass shelves show the stock to good advantage.

The stock consists of a fine line of clothing, men's furnishings and hats and caps. Later on, a stock of furs will be kept upstairs. In the rear of the store are wardrobes, on each side. In these are kept a large stock of clothing in a semi-finished state, which allows fitting of the garment before finishing. In addition to this, there is a made-to-measure service.

On the left side, entering, there are glass shelves with glass doors. In these apartments the hats are carried. In the show cases near the hats are displays of caps and ties. On the right side of the store are shelves for shirts, ties, caps and other articles. On this side, there are also cases in which is displayed ties and other accessories. On the tables in the front and in the back of the store are shown fancy vests, clothing, and a few samples of the shirts kept in stock. The office occupies a position in the centre of the building.

Mr. Belanger has had eight years' experience in this line of business. The cash principle is adhered to. Most of the advertising of this firm will be conducted by well-written booklets and letters, the use of advertising space in the newspapers, and last, but not least, well arranged window trims.

The advertising in the daily papers will be carried on to a reasonable extent, but the management will put a large part of the advertising in the form of window and interior display. This method is being adopted by many of the leading merchants throughout the country. This is particularly true of the new stores that have been opened in the last year or two. Men are beginning to awaken to the importance of having well-arranged windows. If the outside of the store looks inviting, it generally follows that the goods and the interior are in a corresponding condition.

Mr. Belanger has sent out a well-written circular letter along with a book of styles, and description of the goods kept in stock, as well as the methods employed by his store. This form of advertising is being taken up by many of the clothing firms of to-day.

This interior view of the new Fit-Rite store, Montreal, suggests clean-cut merchandising, system and dignity. See descriptive article.

Lesson 10---Complete Course in Cardwriting

The Last Lesson on Brush Stroke Numerals — Speedy Price Ticket Styles Taught in the Edwards Short Cut System — Important Points to Observe

(By J. C. Edwards. — Copyright, Canada, 1911.)

THE call for the speedily-made price ticket to-day, is an urgent one, and must be heeded. Hundreds of stores all over the country use price tickets when they feel that show cards are too expensive a luxury.

The price ticket is a silent salesman and one needs only to parade to the city stores, the town stores and even the rural merchandising centres to find out to what extent this is true.

The department card is most valuable and varies in size from the ⅛ which is 7 inches by 11 inches to the ¼ size (11 x 14 inches). The favorite way of writing the department card, whether it is used with lettering or just a price, is the "landscape" or in other words having the inscription running the long way of the card. This is the reverse to the card illustrated here, which is written in panel style, and will be referred to in the future in this course as such.

Price Tickets and How to Write Them.

We will deal exclusively in this lesson with department price tickets and will go into individual ticketing in lessons on pen lettering. The quarter size card is used to the best advantage in departments where large articles are displayed, such as piles of underwear, dress goods, in fact, almost any kind of goods except small articles where a great number of cards are needed, and would hide the display.

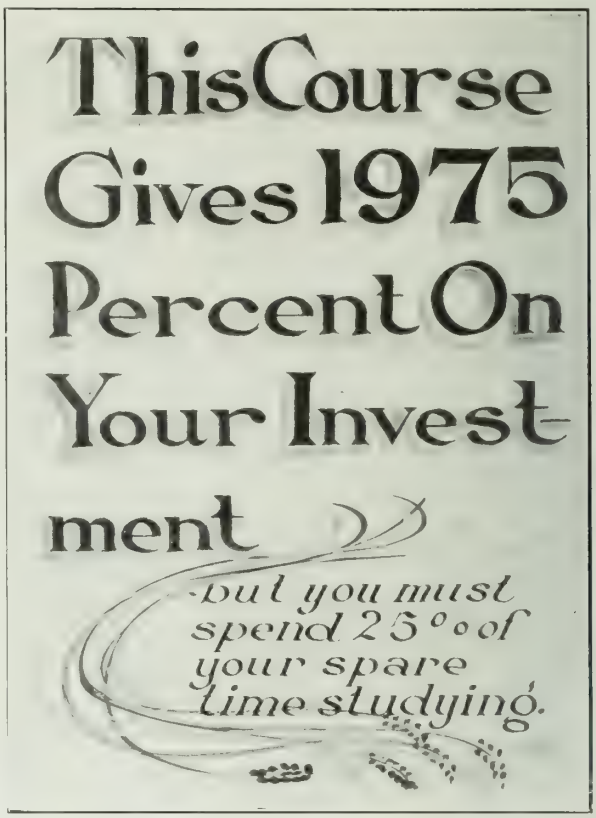
The inscription must always be written in the centre of the card with the price the most prominent. where the price is the main feature, but, where the price is only secondary, the name of the goods or whatever other phrasing be used, should be the most pronounced.

The cent mark should folow the price when the price is in cents only and the dollar sign should always precede the price when it represents dollars only. But where the price is in both dollars and cents neither mark is absolutely necessary; though it is advisable to use the dollar mark. Never use a decimal in front of a price such as .35—write it "35c."

In referring to the plate showing the two styles of prices, the straight Roman and the speedy slant Roman, we might draw attention to the slight difference in make-up of the two. You will notice, in the first place, that in the straight style, the spurs are pronounced, whereas in the slant style the absence of spurs is very noticeable. Spurs take time and when they are omitted greater speed is acquired.

The figure one in either case is only different as far as the angle of the stroke is concerned; "2" in the slant Roman has only three strokes while, in the straight, it practically represents four. Two strokes are saved in the "3", three strokes are saved in the "4"; there are three strokes less in "5" in the slant Roman than in the straight. This is quite a saving and enables one to gather more speed, for "5" is a very common figure in every day price tickets.

The "6", as in the "9," means a slight saving in the slant as compared with the straight style of lettering, but the eight, in both cases, is practically the same. The "0" too, has only two strokes in both styles. However, it can readily be seen that the latter style of numeral is planned with the idea ot attaining greater speed. The slanting tendency



Show-card, showing application of brush stroke Roman.

of this lettering, as has been spoken of previously, tends to create speed owing to the natural instinct of the writer to follow the earlier teaching in handwriting.

(Concluded on page 103).

—Flat Brushes—

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED

73 King St. East, - - Toronto

Plate No. 10 - Straight & slant Brush Stroke Roman

- Numerals -

Brush Stroke Roman

Speedy Slant Roman

1915 J.C. Edwards 1915

Numbers of the speedy slant Roman type, valuable in making price tickets. See also page 105.

Queries and Comment

This department is open to the use of men's wear retailers, wholesalers, and manufacturers for enquiry or discussion upon matters of practical interest to the trade. The Review, however, does not necessarily hold itself for personal opinions expressed and reserves the right of condensation. The department is solely for the purpose of facilitating helpful exchange of information, ideas and views.

Thinks it a Hard Proposition

A men's wear dealer writes The Review as follows:—"I think this business is the hardest proposition a man can undertake with a small capital for a number of reasons, and the foremost one is that wholesale houses run their own business and at the same time dictate to the retailer just what small profit he shall have in this way.

"The tie manufacturers," he continues, "go out with ranges of ties at $4.50 per dozen, knowing the retailer has to sell them at 50c. Now, the manufacturer has been careful to see that he has made 50 per cent. profit and they have tied the retailer up to 25 per cent. Shirt manufacturers do the same. They display shirts at $9 and expect them to be sold at $1 each whereas they never cost the manufacturer over $6.00 to produce.

"What there should be is a retail men's furnishing convention where all these details could be discussed and agreements entered into to confine the price of 50c neckwear and $1.00 shirts so the manufacturer would get off his perch and make ties to sell at $3.75 and $4 and shirts at $8 per dozen to retail at $1."

What Manufacturers Say.

A manufacturer with whom this question was discussed, had this to say: "You refer to a merchant who asks for neckwear at $3.75 and shirts at $8.00. He cannot buy a high-class imported shirt $8.00 or less than $12.50 negligee and $13.50 pleated. He cannot even buy a $9.00 or $10.50 line and for the $13.50 shirt that he imports he is compelled by the manufacturer to sell the same at $1.50; furthermore he cannot put a sale on in these shirts, only for two months in the year and then he is dictated to by the manufacturers as to the price and the basis on which such should be conducted. This also applies to $16.50 shirts which have to be sold at $2. Again they only deliver two-thirds of this order and he is compelled to accept substitutes for the balance of the order or have the same cancelled.

"We would advise the merchant to get away from the idea that he is being imposed upon by Canadian manufacturers and divert his energies and elevating his trade to a point where they will buy $1.50 shirts which will give him 50 per cent. margin."

Canadian vs. Imported Shirts.

A merchant asks for information as follows:—"Will you please give us, through your paper, some facts with reference to cost of shirt manufacture in Canada that will enable us to compare it with the actual cost of shirts that are now being imported. Is it a fact that the Canadian manufacturer spends much less in laundry work than the outsider who is catering for business in this country?"

A manufacturer to whose attention this question had been brought replied that, although the report that outside manufacturers were paying considerably more per dozen for laundry had, he believed, emanated from certain merchants, this did not prove the case.

"If such is the case," he continues, "it would naturally indicate that the difference in cost between Canadian and import laundry work and the difference in the appearance or value attained, therefore, should be equivalent, whereas we can say with all confidence that they are high-class Canadian shirts which compare in laundry work in every respect with the imported shirt and therefore, the merchant is not deriving the benefit of this apparent unnecessary cost. We might here state that the average cost of high-class laundry work in Canada exceeds $1.00 per dozen."

The manufacturer points out that there were lines of Canadian shirts, made to sell at $12.00 a dozen which did not suffer in comparison with the imported article costing from $12 to $18 per dozen, and it was his conviction that the Canadian shirts represented superior value in material, construction and laundry work.

He held that it was unfair for merchants to compare the $9 Canadian shirt with imported trade-marked lines which, delivered in Canada, cost $17.16 and $18.49. The Canadian manufacturer, he stated, was entitled to a greater loyalty from the Canadian merchant. Manufacturers would then soon progress to an extent that they would turn out merchandise superior to the outside man, or the larger the production, the less the cost and the greater the opportunity of improving the product.

Covers its Field Thoroughly

THE Review's subscription list might, with confidence, be taken as a guide or a key to the mercantile development of the West—so far, at least, as dry goods and general merchants are concerned. With its increasing numbers during the past two years, as a basis, the statement can be made that the mercantile growth from Winnipeg to Vancouver has been wonderful. A manufacturer who has been advertising steadily through The Review, states that among those places from which he has received business are some that he never heard of until he used this paper. Another, a manufacturer of store fixtures, states that while he has received business from many of the larger centres through the West, he regards it as a remarkable fact that merchants in the smaller places are likewise keen on the question of store equipment. This is his reason for advertising in The Review—it reaches, and is appreciated by merchants, large and small, throughout the West.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

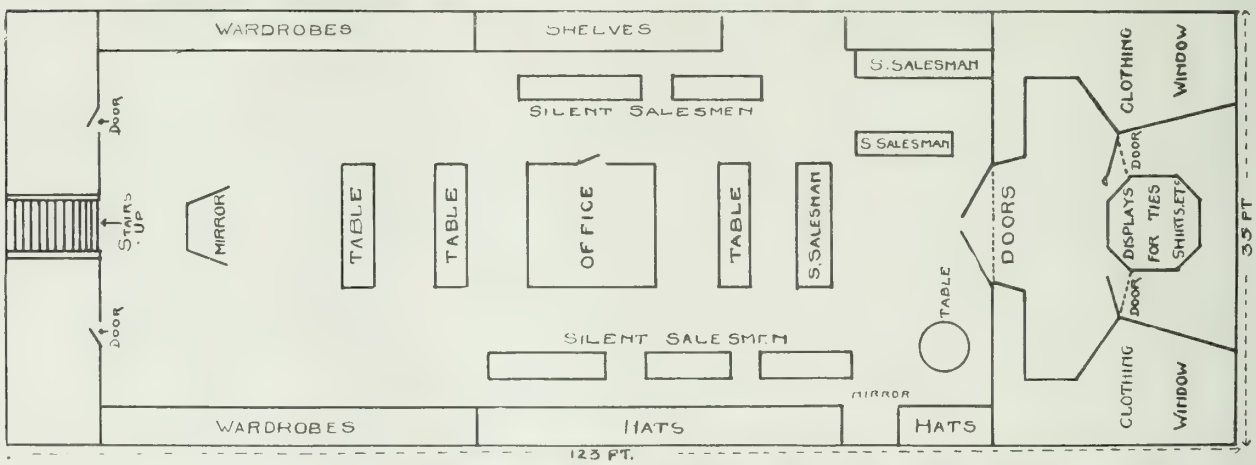
For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

A striking arrangement of neckwear, shirts and fancy vest, by Reg. Brown, for the Cressman Co., Peterborough.



Floor plan, new Fit-Rite store, Montreal, showing strong window display equipment.

Interior view, Semi-Ready store, London, T. L. Haygarth, manager.

Complete Course in Cardwriting

Concluded from page 98.

A very important point to be observed in writing cards with a price is this. Never write a card with a slanting price when the lettering above slants; always use the straight price and for any card with lettering at all we advise the use of the straight price only. The slanting style of numeral is adapted more for use on price tickets. This is not a hard and fast rule in cardwriting, but the outcome of years of experience in actual card writing and one that the author adhered to rigidly in later years. There is strength in contrast, as you will find by experimenting.

The accompanying show card, though rather exaggerated in its statement, shows the use of the capitals and lower case letters of the Roman and the the speedy slant lower case letters along with the straight and slant figures.

The form of decoration is simple and easily executed; crude in fact, but effective. This is made more pronounced in the accompanying card than it would be in an actual card. For the purpose of illustrating, some delicate tint, such as grey, mauve or blue should be used.

To Mix Mauve Shading Paint.

Take a small quantity of white paint, mix in a slight quantity of blue (dry, or wet with mucilage), add a touch of red and work up thoroughly. Blue should predominate if purple is desired, but if a pale mauve shade is required, soften with more white. Don't forget that practice and experiment are the great teachers in card writing as in every other line.

Don't be afraid to waste paint; it is cheap. Try to improve on every letter, speed will come later.

For particulars regarding outfits; brushes, etc., write The Dry Goods Review, 143 University Ave., Toronto.

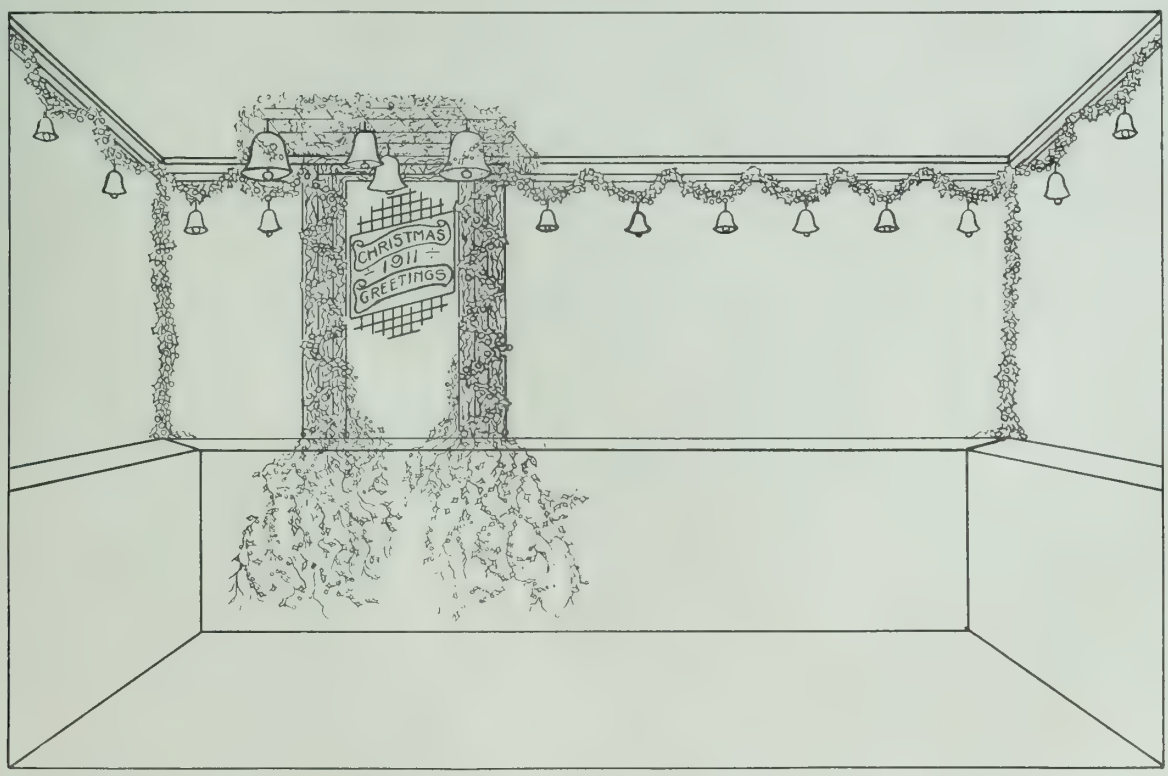
Good Sweater Coat Business.

Montreal, Nov. 15.—The demand for men's knitted sweaters in the coat style, is booming along the line. For the early Fall, the style of garment with the low neck sells well. But as the colder weather comes on, the garment with the high-neck is the style that is asked for by the majority of the buyers. This collar arrangement is now made in such a manner that there is none of the bungling surplus that characterized the old style sweater.

The form of collar that is most popular at the present time, is the one that can be turned up high about the neck, and buttoned so as to protect the neck and throat in severe weather. When not needed for protection it can be turned down in the form of an ordinary coat collar. Manufacturers report large sales in this particular sweater. Greys, greens, tans, and other shades are selling well in both the plain and in the two color combinations. In these combinations, garments with the body part of grey, tan, white, etc., are shown. These shades are trimmed up the fronts, across the top of the pockets, and around the neck, with contrasting shades of knitted material.

The plainly woven garments sell best for rough every-day wear. For better garments, various patterns of fancy knitted lines are meeting with large demands.

Lines that cost about $24 per dozen are selling freely. This price is popular with many of the average merchants. Another line that always meets with a ready demand is the range that come at about $15 per dozen. This priced garment would retail for $2, possibly $2.25, thus giving the merchant a good profit as well as giving good value to the customer.



Christmas background for men's wear display by Warren Andrews, Anderson Co., St. Thomas. Background, base and floor, white felt; pillars, lattice and border at top gilded; holly, green and red; bells, white, with or without electric bulbs; colors can be changed to suit trimmers' ideas. Scale 1-3 to ½ inch to the foot.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

CLOTHES IN BETTER CONDITION.

The Hickey-Freeman Co., clothing manufacturers, Rochester, recently gave the Taylor Manufacturing Co., an order to equip their new factory, which is to be a model of its kind, with the Taylor system of racks and hangers. The selection of this equipment marks an epoch in the handling of tailored goods by manufacturers, since it is the beginning of a method that bids fair to be adopted by all leading clothing houses. This factory is to have racks and hangers for 20,000 suits and this means that no suit will be kept or shown in any other way; that from the time the cutting of a garment is completed until it is finished it will be continually on a hanger—and not piled. As the garments are cut they are hung upon the arms of a truck-rack, and when the cutting is completed, the truck is rolled on to the next set of tailors for the second stage of the making and so on until completed. The truck can be readily shoved into an elevator and taken to another floor. When finished the suits are carried on truck racks to the stock-rooms, where they are transferred to the stationary hangers. But the Taylor service does not end there. When the suits are to be shipped to the retailer they are placed in Shipwell cases, and thus hanging gracefully and neatly they are carried to their destination where the retailer received them and probably places them on Taylor exhibition racks.

It is clearly to be seen that the adoption of this system extending from cutter to the ultimate consumer means the inauguration of an era of better clothes—clothing that will be in excellent condition. Naturally the installation of this equipment will be watched with interest by other manufacturers who realize that some solution of the display and condition problem is imperative.

MOODIES BUY OUT PRINCESS UNDERWEAR CO.

J. R. Moodie & Sons, Hamilton, manufacturers of "Hygeian" underwear, have purchased the entire plant, stock and good will of the Princess Underwear Co., of that city. Announcement is made that all orders on hand for goods at present, will be filled in accordance with their conformation, but all goods will henceforth bear the "Hygeian" label. In a letter to the trade, J. R. Moodie & Sons point out that this latest step in their growth was taken in order to meet increasing demand for their underwear. It will mean larger output and range of samples, and will still further ensure satisfactory deliveries.

Frank M. Barnard, who for twelve years has represented Hygeian Underwear direct from the Eagle Knitting Co.'s mill in Hamilton, has been appointed sole selling agent for this product with head offices at 64 Wellington St. W., Toronto.

Reversible bevel plate mirror for showroom use. New plain design, finished in any wood effect to match interior fittings. Made by Clatworthy & Son, Toronto.

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Plate No. 9 - Speedy Slant Roman

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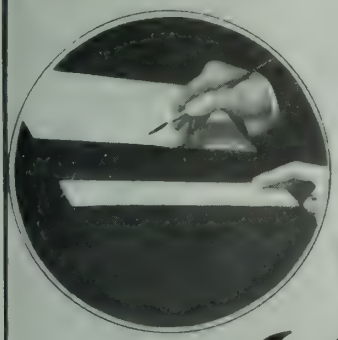

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speed, though not everything, counts

J. C. Edwards

Lower case of a letter particularly adapted to speed. By constant practice the beginner should master it.

Tooke Goods for Christmas Trade

In Men's Furnishings we offer the best imported and domestic lines—Wolsey, Penman's and other makes of Underwear—a wide range of Hosiery, including beautiful shot effects in silk and cashmere—over 200 lines of Coat Sweaters in all color combinations—the President and other well-known brands of Suspenders—Boston, Paris and Sun Garters—and Knitted Outdoor Garments of all kinds for Men and Boys.

TOOKE Christmas Neckwear is more attractive this year than ever before. From the conventional Dress Bow to the showiest open-end Derby, there are ties to suit every taste and every occasion. "Tapestry Antique," Moorish designs, Roman Crossbars and the new Degrade Silks are among the most popular. TOOKE Mufflers and Reefers are exceptionally good value.

TOOKE Dressing Gowns and Smoking Jackets make most acceptable Christmas gifts. Our range this year is particularly attractive, and the merchant who features them is sure to be amply repaid.

To orders received now we can, of course, give more prompt attention than to those which come in at the last minute.

Tooke Bros., Limited

MONTREAL

Complete Stocks, including Men's Furnishings, are carried in our Winnipeg Warehouse: - 91 Albert Street

THE MEN'S WEAR REVIEW

Vol. I No 11 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Dec. 15, 1911

GREEN and TAN

Decidedly New and Correct for 1912

Fifty Different Designs to Select From

Shown in Cross Stripes, Bias and Vertical Styles

Featured Exclusively by

E. & S. CURRIE LIMITED

TORONTO

EMPIRE BRAND NECKWEAR

MENS CLOTHING AND FURNISHINGS

His Year-End Message

"YOU ask me what is my year-end message to men's clothiers and furnishers?" said the head of a flourishing business. "I would urge upon every man and boy of them the importance of taking stock. I do not refer particularly to material goods, but to opportunities. I can tell you of many hard-working, conscientious men who are plodding along within reach of larger, more satisfactory business, which they never attain merely because they do not look about them. Hard work will force results, but hard work that is not well directed is one of the most disheartening things that a man can think of. When a merchant has reached a certain age, and looking back finds that it has been plod, plod, plod, always along the same level, there is no great honor in it for him if he has not by "taking stock" benefited by the advantages which always accrue from active experience. Every man should ask himself if he has in stock sufficient of that foresight, that initiative, that business tact, which, when properly applied, keeps the customers coming. That is my year-end message, and I am going to take it seriously to myself."

Didn't Use His Staff

A MERCHANT who had made it his policy to mingle freely with his employes, and had, by his attitude, encouraged an unusual degree of familiarity, has recently had reason to ask himself whether it had not paid him better to be more reserved, more dignified, though always approachable.

Due to the worry resulting from close application to details which should have been assigned to responsible members of the staff, this merchant has had to spend several weeks under the doctor's care—a case of nervous prostration. This did him little good, as he was in constant anxiety about his business.

Returning to the office, he found that one member of the staff had had sufficient executive ability to so reorganize things that there was none of the old time indifference, and not the same tendency to hang around and be sociable, which he admits he had previously encouraged, though unconsciously.

The merchant was delighted, but was somewhat chagrined when, on passing an employee of long standing, the latter held out his hand and said, "Hello, George, old sport, glad to see you on your pins again." The employer ignored the salutation, and that evening held a conference of his staff at which he expressed approval of the changes made and emphasized the fact that henceforth matters would be run differently.

At the present time the merchant says he is feeling better and that business is running smoothly.

Moral.—It requires nothing short of a doctor to show some men where they fall down and to give others their chance to make good.

How They Do It in England

IN explanation of the preference which a certain class of Americans show for the British tailor, a citizen of the United States confesses that he goes to London once in a while to indulge himself in the luxury of imagining that he is somebody. He is received by that dignified personage, the British tailor, not as a mere applicant for a suit of clothes, but as the "patron" of an institution maintained to support the dignity of a gentleman in the sartorial style which a proud nation is accustomed to expect of members of his privileged class. The cutter looks like a college professor at the least, and wearing a gentle dignity hardly less scholarly. He endeavors to create the illusion that his attention to the case in hand is his privilege and almost his sole concern in life. The customer takes his departure with an agreeable elation. In the matter of payment, the customer is served, not with a cold-blooded C.O.D., accompanying the garment, but with a bill in proper season, marked "discount for cash," to show that customers are not expected to pay within the next year or so, except by way of satisfying a disposition to save odd shillings.

Exchanging Gift Gloves Bought Elsewhere

Salesmen Express Interesting Views in Symposium on an After Christmas Problem --- Majority Would Oblige Customers on Reasonable Conditions --- Instances That Show Wisdom of This Course --- The Prize Winners

WINNERS OF SALESMANSHIP COMPETITION.

1—F. J. Wilson, London.

2—Peter Duff, Bracebridge.

3—A. E. Edgar, Windsor

THE salesmanship problem submitted in the last number of the Men's Wear Review is one that comes into prominence following the Christmas season. Although largely a matter of policy, a great deal depends upon the manner in which the salesman handles the proposition in the presence of the customer. An attitude suggestive of displeasure or resentment would certainly be unwise, whether the article was exchanged or not. On the other hand, an impression that exchanges under these circumstances were of frequent or general occurrence, rather than merely a personal obligation, would seem to be ill-advised. The merchant has to consider, that in taking a course calculated to retain a customer it might be injudicious on his part to encourage unreasonable use of the privilege either by this customer or by those people to whom she may report the matter. There are many circumstances sure to confront the merchant, all likely to affect his judgment in the matter, and, hence, it would seem difficult to adhere to hard and fast rules.

The majority of replies received express the willingness to exchange the gloves, maintaining that a pleased customer is more desirable than one offended by refusal of his request. In some cases reasonable conditions are attached to the accommodation, and in others different methods are suggested whereby the problem might be satisfactorily dealt with.

Several practical instances are cited. Mr. Tobey, of Trudell & Tobey, Hamilton, who presented interesting and enlightening views on the last problem, contributes also to the present symposium. In the cases he presents, it certainly appears that it has paid him well to oblige the customers.

Different Methods Adopted

F. I. Wilson, London, to whom first prize is awarded, replies as follows:—

The problem of exchanging other makers' gloves is certainly a difficult one, now that nearly all gloves are sold with some kind of guarantee, or have to be fitted, and you so often find in gloves a tight thumb or an imperfection in fit or sewing, and if a line of gloves you do not handle, you cannot return to the maker. One always wishes to be obliging, as you get more customers in that way than any other. Will give some ways we have managed this same question with satisfaction to the customer, and also without loss to the department. The first answer I would make would be:

"Certainly, we will exchange the gloves with pleasure, if they are a line we handle, as it does not matter whether bought in New York or Toronto, if we handle the same line, as the guarantee goes with all our gloves."

On looking I find we have in stock the same gloves, so willingly exchange them.

But, if on looking I find we have not this make of gloves in stock, but find inside the glove the name of the house where purchased, suggest to the customer to "mail them back to the house where they were purchased, state the size wanted, and you will have them by the next mail, without troubling your friend."

The customer has never thought of this, is much obliged and quite satisfied.

Another way. If we cannot find out where purchased on looking at the hand and the glove to be exchanged, find that the glove looks large, for the size marked, we suggest stretching the glove and fitting it. We have several times found this to work all right, and the customer delighted.

There is one way we have sometimes obliged a customer, providing you know them well, when you could not do any of the other things, and you really wanted them to know that you were most willing to do anything to oblige them. This plan is to suggest leaving the gloves and we would sell and fit them, and if we found them all right would credit the amount to them. In these ways the department will not suffer by any of the above methods, and the customers are pleased.

Obligation and Suggestion

Peter Duff, Bracebridge, to whom the second prize is awarded, would address the customer thus:—"Yes, I will be glad to change them for you, as you will then get the use of your present as intended. You cannot very well send them back with good grace and ask for another size, so I'll be pleased to accommodate you. It gives us an odd pair, but still we are selling gloves every day, and we can easily sell them,

and you know it's a pleasure to us to see you wearing a pair of 'our gloves.' "

I would then ask if there was nothing else in, say underwear or some other line, in the department, and I feel sure I would gain a new customer, or if an old one, make him feel more attached to the store.

The gloves, though not properly a line we carried, could be sold without loss, and the customer would not forget the accommodation.

Not long ago I exchanged a pair of shoes for a customer that she had bought in one of the big department stores. While making the exchange I diplomatically showed her that our values were quite as good, that she would have saved express and that she would have been perfectly fitted. She has been a good customer ever since. Other sales will in most cases be made either by introduction, or the customer will try and think of something after being thus accommodated.

—◈—

Three Alternatives

The third prize is awarded to A. E. Edgar, Windsor, whose reply follows:—

When approached by any person who desires to exchange an article that has not been purchased from the store, the merchant can do either one of three things.

1—Refuse point plank to exchange anything not purchased at his store. To do this a merchant must sometimes offend persons who are regular customers.

2—Refuse all cases, except those of well-known customers. In this way he offends those he does not favor.

3—Exchange freely all goods brought to the store in good salable condition—provided (a) the store carries the line to be exchanged, and (b) the store has the size desired.

In every case it is the best policy to send every one away from the store well pleased with the treatment they have received.

In these days of freedom of speech a person who is inclined may do any merchant considerable harm by talking adversely about his or her treatment there. On the other hand, there is a whole lot of truth in the old saying, "a satisfied customer is the store's best advertisement."

The buyer who never comes back, the patron who has a grudge, and the dissatisfied buyer are a merchant's worst enemies. The fewer these are the better chance a merchant has for reaping final success.

After all, it is a small thing. The number of persons who will ask for an exchange of goods purchased elsewhere are few. Taken in comparison with the store's business the exchanges of this character will become insignificant. But considered as an opportunity to please a patron the opportunity is great.

Montreal Merchants' Views

They Favor Exchanging the Gloves if Still in Good Condition---Instances Which Prove the Wisdom of This Course.

Montreal, Dec. 12.—While the merchant is always more or less meeting customers who wish to exchange some article purchased elsewhere, probably the most marked instances of this kind is apparent after the Christmas holidays. Many persons are in receipt of presents of gloves, ties, etc., from a distant friend; and the size or color is not right. In many instances the merchant is approached by this person, and requested to change the article.

The question is, "Should the merchant exchange articles obtained in this manner?" Many different excuses are offered why the goods should be exchanged, and each has to be considered in turn.

In view of this problem, several men's wear merchants in Montreal were interviewed. Their opinions differ somewhat; but the majority favor making the exchange.

One dealer said: "I would certainly make the exchange, if it was within reason. Our policy is to please the public. Many firms spend dollars and dollars advertising goods and methods; invite the public to come to the store that keeps the right goods, etc.; and after the customer comes, he is treated with indifference if some request is made that does not accord with the rules of the establishment. So as far as this customer is concerned, all future advertising would go for naught.

"It is our policy to spend less for newspaper advertising, and allow more for expenses accrued through depreciation of goods returned, etc. A certain sum of money expended in this way will bring more and more lasting results, than money spent in any other way. A satisfied customer needs no special looking after—he is one.

"Some of the merchants may not think this is good merchandising. I will illustrate the manner in which this system works, by a few instances that have occurred in our store. These instances prove to a great degree the fruitfulness of exchanging goods.

"Not long ago a gentleman came in our store with several collars that had been purchased in another city. They did not fit as well as he thought they would when making the purchase. He asked me if I would exchange them for another style of collar. As we keep the same brand as the gentleman wished to exchange, we cheerfully did so. A few days after this incident occurred, the gentleman returned with a friend who purchased a large amount of goods from me.

"In another instance we exchanged a vest that had been worn to a formal gathering. It did not fit as well as the customer would like to have it fit. Al-

though the vest was soiled slightly, I made the exchange: had the garment relaundered, and sold it at cost. The customer who returned the vest, made a purchase of over $10 worth of articles before leaving.

"In all these cases I sold an additional order when the goods were exchanged. And although a little time and trouble were expended, we were fully paid when everything was taken into consideration. Beside this, we have a valuable asset in the people that received satisfactory treatment in these transactions.

"In case a sale is made from our own stock, that does not suit or is found unsatisfactory, we exchange the articles, or refund the amount paid, if the customer wishes us to do so. While there are merchants who do not make any refunds, and whose business shows the effect of the system adhered to, we plan to continue our present policy, which we are sure is the cause of our regular increase in amount of business done from month to month."

Another experienced men's and boys' merchant gives a few important facts along the line of exchanging goods bought at other places, or sent as presents. He says:

"We are in the habit of exchanging goods in certain cases. If a customer of ours requests us to oblige him, we certainly try to do so. If goods are purchased at our store, and are found to be unsatisfactory, or otherwise, we endeavor to satisfy each and every customer. But we draw a line at the border or extreme cases that seem to be just a case of imposition on the part of the person who wishes to make the exchange.

"While there are some merchants that we know of, who will not even exchange an article for a customer who made the purchase in their store, we do not think this policy is a good one. By drawing the dividing line too tight, there are sure to be a certain amount of people who will get offended and stay away from the offending establishment. These people not only stay away themselves, but influence their friends to do likewise. It is becoming more generally recognized that the right policy to follow at the present time, is, 'to try to please.' The merchant who makes this point the chief 'plank' in the store's rules, will see the day that he will be rewarded by having a long list of patriotic customers who do their own shopping at this store, and advise friends to follow their example."

"This is a problem in the ladies' department as well as in the men's; and in some localities, it is generally the women that have articles to exchange. Quite often a man will not take the trouble to exchange an article after it is bought and paid for. But there are few women that will let the matter drop so easily. They demand satisfaction. This is apparent after the Christmas gifts have been received, and it is found that some are not just the right size or shade. It is then the merchant is given a chance to exercise the policy of the store. Many policies are in vogue by merchants in different parts of the country. Probably the policy of "changing articles in certain cases," is the one mostly used. If a customer requests the merchant to exchange an article that was received from a friend as a Christmas gift, the request should be granted, if the article is in first-class condition."

The foregoing is the opinion of a buyer for a large glove department. He thinks the merchant should take the trouble to exchange an article, if the same can be resold without loss. Of course, this method should be carried out with care, so as not to allow people to take advantage of this liberal policy.

Good Will Is Preferable

Tobey, of Hamilton, Cites Some Instances That Prove It---Took Back Gloves and Made Customer Solid --- His Card System.

Discussing this problem as one of importance to the men's wear dealer, Mr. Tobey, of Trudell & Tobey, was asked how he would deal with it. He replied as follows:

"How would I handle this exchange problem at Christmas time? I can just tell you an instance that happened here. When a man opens up in a new city he gets all the tightwads and cranks the first six months. We had one man and his brother, who conduct a large business here, but are tighter than bark to a tree, wander in the store about twice a week for three months, and never buy a dollar's worth, and just take up our elegant time. They had been here in the city so long they had a regular place to trade, but we never sold them a copper's worth. I began to feel like firing them the next time either one of them came in.

"The week following Christmas, the first year we were here—that is the holiday week—the hardest nut of the two came in with a pair of gloves that his father had sent him from Collingwood or somewhere up there, and gave me the very song that you have in your article. I didn't have the glove, at least the same make, and I just felt like giving him a good swift upper cut, and a roasting into the bargain, to have the nerve to ask me to change those gloves. I concluded he was worrying about the cost of the postage on sending them up north again.

Won Over Those Brothers.

"However, I thought I would feel him and see why he came to me. I almost threw a fit when I wormed out of him that the store where he had been trading for years had refused to make the exchange. Something told me to change those gloves. I did, and gave him another pair better than the ones he

Mr. Merchant:

I would like at this season of the year to meet you face-to-face, clasp your hand, and thank you for your co-operation during the past year. This is not possible, however, so we'll just

Shake Here

* * *

May your Christmas be a Merry one And the coming year bring you abundant prosperity.

* * *

The Robert Ryan Co.

Three Rivers, P.Q.

The man behind the "Ryan Guarantee"

had. He went out. That will be four years ago the last week of December. Since then he and his brother and friends have been splendid customers, buying the best goods we have without any trouble, and only last Fall his father was down on a visit, and he bought him a fine overcoat and a suit of clothes.

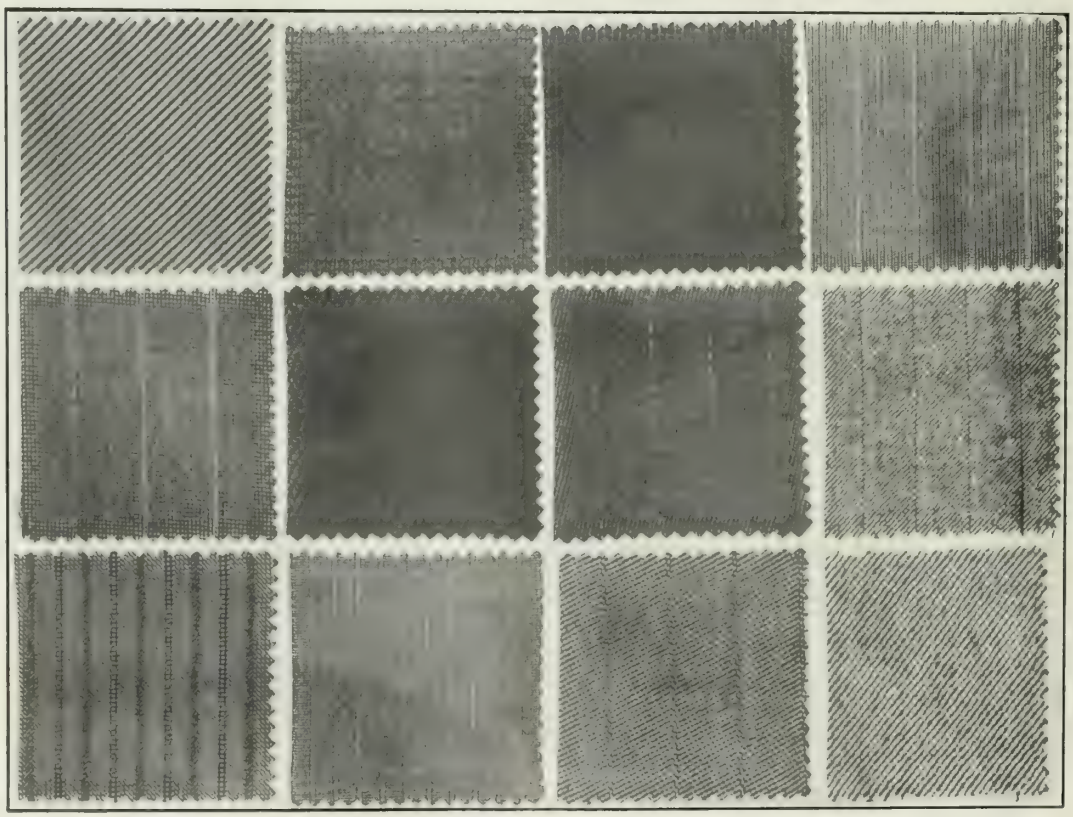
"I would just ask the question here, did it pay? I generally make it a point to take the worst of it a good many times, as a man's good-will, no matter who he is, is better than his ill-will.

Roasted and Lost Him.

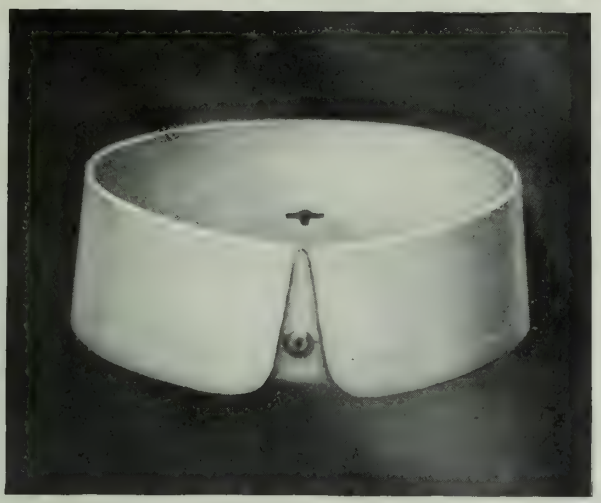
"Some twenty years ago I worked for Ridley & Co., of Chatham, in the days when merchants asked one price and took another for a suit of clothes. Mr. Ridley wouldn't do business that way. A wealthy old farmer offered me less than the price of a suit. Instead of letting him go out and take a chance on his return, I roasted him. Last Fall some time there was a meeting of one of the lodges of Ontario here in Hamilton. That same old man was a delegate, and he knew one of the heads of the Hamilton street railway system, who was an old ex-Kent County boy. He had hard work getting the old man to come in to see me. This little quarrel had passed out of my mind twenty years ago.

"The first words that old man said to me were: 'Mr. Tobey, I guess our quarrel has stood long enough.' It flashed over me in a second, the row we had twenty years ago. I lost that man's trade for the man I worked for, and also his trade and his son's trade in our own store after we got into business for sixteen years, which would have been a big item. It just shows you how careful a man has to be, and his clerks as well.

"You know when a clerk is from about eighteen to twenty-five, he is pretty fresh, and drives many a man away from the store, especially if he is stuck on himself at all. That old man bought some goods from me here, and I'll bet he is trading with our Chatham store right now, since we made up. With me it was only a passing incident of the day twenty years ago, and I forgot it, but the customer hung on to it for twenty years, and forgot to spend any money with your humble servant, Tobey, either with his boss or in his own store.



Suitings, overcoatings and trouserings from the Spring line of the Fit-Rite Clothing Co., Montreal. In these, grey and brown shades, with neat patterns, predominate. Top row, three samples reading from left in second row and two middle patterns in bottom row, are suitings. First sample on left at bottom is one of the new trouserings, and those at right of second and third rows are overcoatings. The only sample in which blue appears is the third in top row, showing delicate white stripe.



COMPARE

CHALLENGE COLLARS

with the best waterproof collar you know, and you will be another advocate of these waterproofed real linen collars.

SEE OUR RUBBER BRAND AT $1.80 PER DOZEN
SEE OUR PYRALIA BRAND AT $1.50 PER DOZEN
AND OUR OUTDOOR BRAND AT $1.25 PER DOZEN

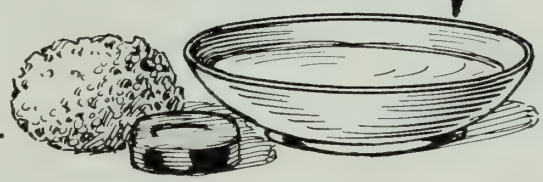
First two brands are 25% heavier material than similar goods sold by other makers at $2.00 per dozen.

WRITE FOR SAMPLES

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



They Hold the Boys

and when you can furnish pants that a boy can't get through in a short time, you get the trade for not only the boys' pants, suits, etc., but you get fathers' as well; and if you sell women's wearables, mother will fall in line when she replenishes her wardrobe. The

"Jackson" Bloomers

will hold the boys indefinitely. They stand the wear where others fail. **Prices, $6.00 to $18.00 per dozen.**

"The Jackson Bloomer"

Boys' Overalls in black, blue and khaki, **$4.00 to $6.00 per dozen.**

ORDER BY MAIL. ASK FOR SAMPLES.

THE JACKSON MFG CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER

"KING EDWARD" SUSPENDERS

Retail 50 C. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Trimmers' Enthusing for Convention

Competitions to be Announced in January --- Decorator's Views --- Several Leading Features Assured for Program --- Much Interest Manifested

THE Convention of Canadian window trimmers and card-writers to be held in Toronto dur- the second week of August, 1912, is an assured success. There is enthusiasm on every hand. An immediate response from trimmers representing both large and small establishments and liberal co-operation promised by manufacturers, gives every reason for the gratifying outcome, both of the competition to be announced in January and the Convention itself. Letters received from the foremost men, both in Canada and United States, warrant the statement that the best talent is available. This in itself is sufficient to convey to both card-writers and trimmers some idea of benefits to be had in attending the meetings.

Count On Harry Hollinsworth

Harry Hollinsworth, the Robert Simpson Co., Toronto—"I think the Canadian association a good thing, and you can count on me in doing anything I can to promote its welfare. The members will always find my room at Simpson's open to them at any time they wish to come in. Any information I can give or anything I can do for them I will do it with pleasure—wishing the association every success."

Assistance of Experts Assured.

Several inquiries for membership have been received from trimmers since the organization meeting. Most prominent Canadian decorators have joined and several have been approached with the object of having them take leading parts in the Convention programme. Although nothing definite has been decided upon, there are experts willing to give whatever assistance may be required.

Congratulatory letters expressing the goodwill of The National Window Trimmers' Association from the President, many of its officers and leading members have been received. Merchants in different localities are assisting and advising their window men and card-writers to join, fully realizing that better results will be shown in merchandising and store decoration, through co-operation and increased avenues of information.

During the first week of this month over 250 letters were sent out to window decorators and card-writers throughout Canada. In each of these was enclosed a membership blank and an invitation to join. Each member will be sent an Association pin of neat design to be worn in the coat lapel. These will be forwarded directly after the Christmas holidays as a receipt of membership. Notwithstanding the Christmas rush, many trimmers found time to return their membership blanks and also to interest other prospective members in their vicinity. The necessity for immediate reply is urged upon each trimmer so that complete arrangements for the various competitions can be made at once. Most of all, plan for holidays to coincide with Convention dates.

Manufacturers Interested.

At the same time several letters were written to prominent fixture, store decorating and equipment manufacturers, informing them of the competition announcement in January and soliciting their co-operation. They were also notified of the Convention in August and asked to assist. The opportunity for meeting and placing themselves in touch with these trimmers was pointed out, as well as the fact that they could materially add to the success and enthusiasm of the Convention. It was also felt in writing them, that, having received such intimation, there could be no reason for claiming that advantage was being taken by several manufacturers who are already donating special prizes and whose names will appear in conjunction therewith in the allotment of prizes. However, it is practically certain that all manufacturers aiming at better window dressing and display methods will be pleased to assist in every way, and will be on hand either for the competition or at the Convention, or both.

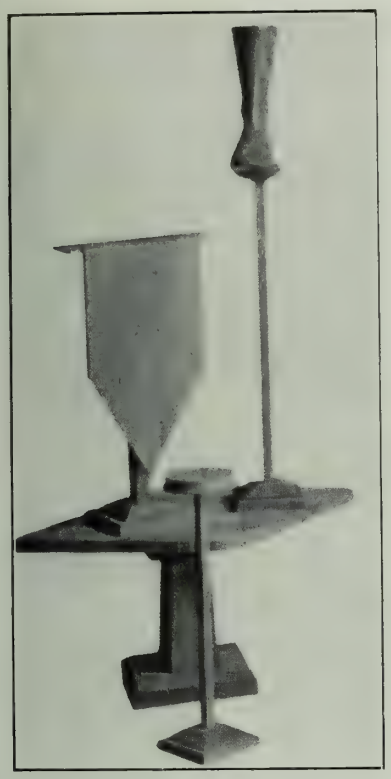
Minor matters in this respect will be arranged before the end of the year and suggestions received from different manufacturers acted upon.

Lecture on Window Display

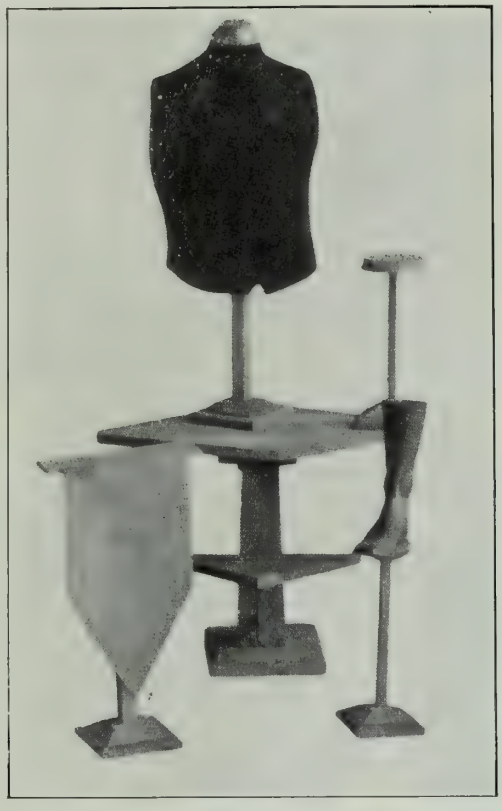
Geo. J. Cowan, Chicago—"Was very much interested in the newly formed association of Canadian window trimmers, and want to let you know that I think this association a very good idea. Personally, I will be glad to be of any help to you all at any time.

"Will be pleased to deliver my lecture on window display, using about 200 lantern slides, at any of your conventions. Here is good luck to the Canadian Association.

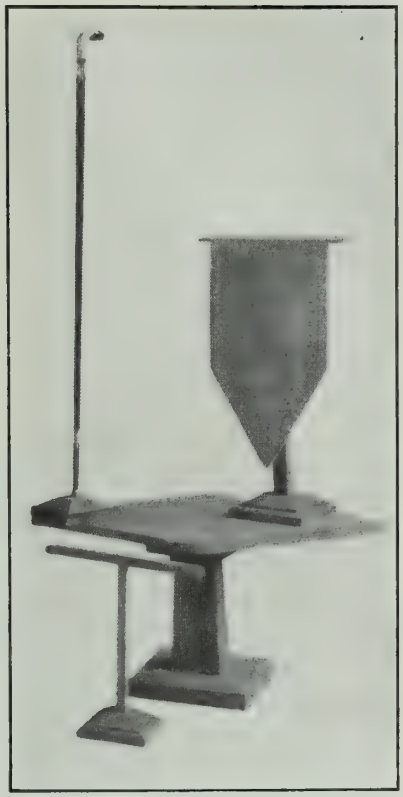
The Association is to be congratulated on its reception by manufacturers, growth in membership, coming competition and arrangement of the Convention programme.



Unit on left of the window illustrated. Fixtures used cost $7.60.



Central unit in window of evening wear. Fixtures used cost a trifle over $12.



Fixtures for the unit on the right of the window. Cost $6.10.

This interesting array of fixtures is submitted in reply to a letter of inquiry from a window trimmer, who states that the boss has handed him $30 for fixtures to begin the year with. He wishes to spend the money to good advantage.

A striking evening wear window of three units, the fixtures for which cost a trifle more than $25.

RYAN

Ryan

of Glove Fame

the name that in itself is a guarantee of perfection and good value in gloves. Years of experience and steady improvement in the manufacture of gloves have placed the "RYAN" Brand head and shoulders above its competitors.

It's the New Process

of tanning the leather that gives our gloves that pliable yet firm feel and waterproof quality which enables us to attach our unqualified guarantee to every pair we turn out.

And not the least consideration in stocking the "RYAN" gloves is the fact that they are scientifically correct in cut (the cut means the fit) correctly sewn (meaning no ripping) and perfectly finished. Don't let these facts be overlooked, but get in touch with the "RYAN" Brand to-day.

Exact Reproduction Photographed from Sample

ASK YOUR WHOLESALER.

The Robert

E. H. Walsh & Co., Selling Agents, Toronto
Branch Offices: Montreal, Winnipeg, Vancouver

RYAN

RYAN

Gloves

—the Quality Kind

Quality of leather, quality of workmanship, quality of fittings. Every detail of the "RYAN" made glove is the acme of perfection. The two samples here shown are among our leaders and in every sense of the phrase

Wear Like a Hog's Nose

for every kind of use they can be put to.

Our washable "Horse-Hide" and "Peccary Hogskin" gloves meet the most stringent requirements. They are made with welted fingers, "wristfit" fasteners, sewn with waxed thread, and are soft and pleasant to the touch.

In buying "RYAN" gloves you buy the lowest priced handwear consistent with good quality.

ASK YOUR WHOLESALER.

Exact Reproduction Photographed from Sample

Ryan Company

Three Rivers, Que.

RYAN

Good Material for Programme.

In reporting progress for the programme, it seems to be the general opinion that, as far as possible, Canadian talent should be employed and there are

Would Impart Valuable Information

Jerome K. Koerber, Straubridge and Clothier, Philadelphia—"In reference to your proposal to have me address the Canadian Decorators' Association at their annual convention, would say that I see no reason why I could not comply with your request.

"In addressing this body of trimmers, I would be pleased to impart information, which would be of value both to beginners and more experienced men."

plenty of experienced men with sufficient scope, in touch frequently with New York and Chicago, to take charge and ensure a profitable entertainment. They feel they could impart this valuable information to members of the Association through their actual experiences with requirements underlying dry goods conditions.

These trimmers are fortunate in being connected with large concerns, have large spending power and numbers of windows. They fully understand the difficulties by which average trimmers are handicapped, and are therefore better able to handle important matters intelligently.

All these claims are being carefully considered by the executive, who are anxious to make the first Convention an event to be remembered, realizing that the future success of the Association depends on the attractions of its first Convention.

Will Help the Boys Along.

Several leading program numbers are being considered, which can be carried out and these are now placed before members for their consideration.

H. Hollinsworth, Robt. Simpson Co., Toronto, is willing to do all in his power to help the boys along and it is planned to have him deliver a lecture on one of the many subjects of importance now before window trimmers. This, he is qualified to do and his address on whatever subject he may present will be enough in itself to warrant trimmers attending the Convention.

A Stereopticon Lecture.

A stereopticon lecture by Geo. J. Cowan, Chicago, member of the executive of the N. A. W. T. and one of the best informed men on the art of window display in America, will be a feature. The illustrated lecture comprises over 200 beautiful views from Continental, United States and Canadian stores. It was delivered before the N.A.W.T. Convention last year, as one of the most entertaining parts of their program. It takes about two hours to deliver and covers the best window work of several years. It will be improved with this year's windows, showing new backgrounds, unit arrangements and drapes, beautiful settings and examples in which there is a host of ideas to be worked out by smaller trimmers to suit their display space. Many details as to cost, where each display is strong or weak, the development gradually unfolded of the window art of the past ten years are presented in a way that cannot fail to be appreciated by fellow window trimmers.

Drape Living Models.

It is proposed that E. R. Burns, of The Robt. Simpson Co., also give demonstrations on living models, showing the latest Fall season drapes for 1912. All the very newest fixtures, including approved methods of draping them, combinations of colors and trimmings and personal instructions how to complete will be given during the Convention.

Units and Completed Trims.

A novel scheme planned is to show a window setting and a half dozen stands draped in different effects and their relative positions to each other in the completed trim. It is also being arranged that any trimmer requesting information will be individually instructed how to perfect whatever drape he wishes to learn and be helped until he has mastered its outlines. The idea is to give a suggestive, as well as practical demonstration to fit with the experiences the many trimmers present. It will be a class of different views, and drapes shown will be fully up to the minute, but diversified so as to appeal to numerous tastes

Koerber Willing to Lecture.

Jerome A. Koerber, with Strawbridge & Clothier, Philadelphia, has one of the largest and best arranged decorating departments in United States, with seventeen men with him all the year round. He is constantly answering queries from trimmers and is considered an authority on advance style drapes and period windows. He is being asked to address the

Ottawa Man Enthusiastic

Fred Ashfield, Bryson-Graham, Ltd., Ottawa—"Your letter of recent date to hand. In reply would say that I take great pleasure in enclosing membership fee, and will do all I can to help the good work along. Hoping that I will be able to join the bunch in August."

N.A.W.T. Convention and it is hoped will be able to arrange a visit to Toronto directly afterward in the interests of Canadian trimmers. It is his intention to carry out an educative campaign with photos.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

THE BEST ITALIAN LININGS BEAR THE

KIRK

STAMP AS BELOW:

BDA

KIRK'S PERMANENT FINISH †

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

(1) The Original **'Permanent Finish.'**

(2) **'Velper'** (*Reg.*)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

Showcards or Booklets if de ired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

KANT KRACK

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Why Pay Laundry

for linen collars when the Kant KracK gives the same dressed appearance without the expense, and in addition, is more easily put on and more comfortable to wear?

Special features are the Patented flexible lip that receives the strain in front and makes the fit perfect and the patent slit in the back which prevents the annoying pressure from the back button. The

Coated-Linen Fabric

halves laundry bills and gives a clean, dressy collar all the time. Look to the name Kant KracK for big collar business.

MADE IN CANADA BY

THE

Parsons & Parsons

CANADIAN CO.

Hamilton :: Ontario

sketches and timely talk on high-grade and sales windows to give both beginners and experienced trimmers comprehensive ideas of general schemes and the importance of style influences. It will be presented in a broad way, as the result of thorough and diligent study and actual experiences.

There are very few trimmers who are not familiar with the qualifications of Jerome A. Keorber to discuss display methods from a fashion standpoint and give advance style news with its proper influence on the window trimmers' work. These comparisons of style periods and suggestions for carrying out salient style notes through simple changes in drapes is recognized by trimmers as a great help in portraying all-important Paris influences. It is in anticipating these effects that spells success at the season openings and in placing newest styles intelligently before customers. Anything on these subjects, especially by such a clever window expert will be listened to with interest by Canadian trimmers.

For the Card-Writers.

The attractions for card-writers are being prepared and will be fully mentioned later. It is suffient at this time to state that next year's work will be much improved and the interest of card-writers maintained from Jan. 1st, when the competition is first announced. There will be incentive enough and the Executive are arranging with practical men to take charge. It will be decided shortly, what subject or scope the Convention will have and who will handle this important branch. Card-writers will be fully looked after, but negotiations have not advanced sufficiently to make any further statement at the moment

Congratulations From the Other Side

M. Hoffstadt, Knoxville, Tenn., President N. A. W. T. of A.—"Noted article regarding the organization of Canadian trimmers. Wish to congratulate all on the way meeting was conducted. I also wish to say if there is anything I can do for you do not hesitate to write me."

The Competition.

Now for the competition! It will be announced in January 1st Special Spring Number of Dry Goods Review and from present indications, even the committees themselves will be surprised. A careful study of locality conditions is being made by the Prize and Reception Committees, and awards will follow their decisions with this largely in view. Everybody will have a chance. Trimmers are informed that as the competition commences with the New Year, they should be interested from the beginning and it will be necessary to include all classes of windows for the aggregate for which a very valuable prize is to be offered. Watch for the announcement in next number.

Enthusiasm and Good Fellowship.

The best of good fellowship and enthusiasm has marked the promotion of the Association so far and it has been entirely free from that display of aloofness resulting from any feeling of superiority. As one trimmer expresses it, "I have yet to see the man that knows it all and generally find him out of a job."

Plaited Fancy Half Hose

Montreal, Dec. 1.—The latest in hosiery is an artificial silk half hose plaited with mercerized cotton in fancy effects. One manufacturer who has been experimenting with artificial silk for some time, has produced a plaited half-hose in fancy effects. A leading number of this line is in a two-tone, which, aided by the lustre of the brilliant fabric, is very attractive. In fact, the same can be said of all artificial silk hosiery. It looks fine. If appearances were all that were necessary in hosiery to satisfy the ultimate consumer, there would be a bright future for artificial goods.

In justice to artificial silk-plaited hosiery, it must be said that it is infinitely superior to the pure artificial silk thread. Being reinforced by a weave of mercerized cotton, there is some backbone to it. It is a question, however, whether after being washed there will be anything left of the artificial silk-plaited hosiery besides the plaiting—that is, the mercerized cotton. But this is a matter of more interest to the buyer.

There is one thing that is significant in the development of artificial silk-plaited hosiery, and that is the outgrowth of the popularity of plaited silk hosiery as a 25 cent article. Plaited silks were the first to be put on the market at 25 cents a pair. They were closely followed by spun silk, labelled as pure silk, and later on a genuine article was produced that sold for 25 cents. Between plaited, spun and pure silk thread at 25 cents, there has been a keen struggle; and the opinion of manufacturers and buyers is that plaited goods have come off victorious. And there is one reason for the survival of plaited hosiery, and that is, that it has a reasonable amount of durability.

Because of the need of a specially constructed machine to produce it, the output of the plaited-hosiery has been comparatively small. Recently, it has been learned that several mills have installed these special knitting machines, and that they are anticipating a very good demand for silk-plaited goods next Summer.—*Journal of Commerce, New York.*

COLLARS

Here we show one of the biggest sellers in 2 for 25c. collars in Canada—the Success "Angus."

This is a good double collar—not extreme, perfectly made and perfectly uniform. This is the biggest seller in the Success range. Ask your Wholesaler—specify "SUCCESS."

The Canadian Converters' Co. Limited.
Montreal

CLOTHING FOR MEN AND BOYS

Boys' Wash Lines Ready

Shown to Trade in January --- Style Notes --- Splendid Materials for Mid-summer Selling --- Some Sightly Garments.

MANUFACTURERS are busily preparing novelty samples of boys' college suits, Buster suits, overalls, rompers, and bloomer knickers for January delivery. Designers have returned from New York during the past two weeks and are adding new styles or different cloths to tone up their placing ranges. There is the assurance of the last word in boys' styles included in later numbers. Better garments are being shown than usual and as far as buyers' orders justify and sales warrant, it is claimed that sufficient attention has been devoted to higher-priced numbers.

For larger boys, college suits with knicker bloomers are offered to cost up to $10 each and the asortment of fabrics covers rough or smooth finish cloths, tweeds mostly, in neat and inconspicuous patterns, browns in soft shades and natty grays, up-to-date patterns on the smaller order, line stripes and fine checks cover the assortment of cloth swatches. Navy blues are as good as ever and have been toned up with several pencil stripes, white on blue or contrasting blue and blue. Norfolk suits on decidedly English lines are made of similar cloths and in both college and Norfolk suits there is expected to be increased sales.

For The Smaller Boys.

For smaller boys, velveteens and cord velvets in finer qualities are made in Norfolk and Buster styles. These are always good in these cloths, and sample ranges include a pleasing showing of these different numbers. Quality and finish of these pile fabrics are especially good, and best makes only have been considered. Cords are shown in medium ridge effects in white, navy, brown, myrtle and crimson. Plain black velvets for separate bloomer knickers, worn with white shirt or shirtwaist, linen collar, sailor or stock with cravat to match are extremely stylish.

King George Styles.

Soft or hard finish white wool serge for bloomer knickers is growing more favored for summer wear, and navy or white serge sailor suits are often asked for by mothers. These are especially good in King George styles with monograms, epaulettes and official braid trimmings of gold or white. This is a real novelty style, and must be considered as such, but they are always suitable as bright window pieces for display, thereby creating an amount of publicity and comment.

It is in designing and completing satisfactory wash goods suits, Busters, rompers and overalls, that the greatest improvement in boys' clothing has taken place during the past two years. Merchants have equal opportunities to make their departments grow and are doing so.

Rompers for little fellows are made in fancy ginghams, domestic and import qualities in checks, overplaids and plain chambrays with fancy contrasted pipings or trimmings. Colors include navy and white, sky and white, red and white, black and white and those plain shades of blue, navy, new or Dutch blue and white made up in different styles.

Tans Predominating.

Bib overalls in all sizes and creased bloomers for larger boys are largely made in duck, domestic qualities in navy with white patterns, new blue and white, or ordinary blue, khaki or black denim or ducks in different weights. The same range of colors is shown as last year, but for Spring there is a predominance of tans, plain and khaki with a number of new stripe and neat check effects.

In lines to retail at 50c., attention is called to a range of new patterns in fancy galateas. These are decidedly different from the ordinary run of spot, anchor, stripe or plain satin finished cloths, and are guaranteed fast colors.

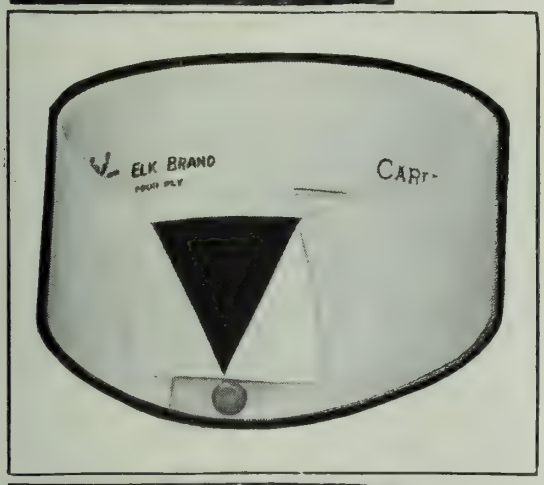
It is expected the "sailor" styles will be just as popular as ever in cotton ducks or white drills or serges with sky or navy trimmings and in all blue navy combined with white. Some of the newer patterns mentioned lend themselves with pleasing effect to this style, of which is it always safe to carry a few.

Trend for Better Goods.

Another fabric called knicker chambray, mostly in blues, plain shades are brought out for this sea-

(Concluded on page 87)

STOCK THESE MODISH WINGS NOW



Be the first in your neighborhood to show these two classy, latest model, wing collars.

CARLETON

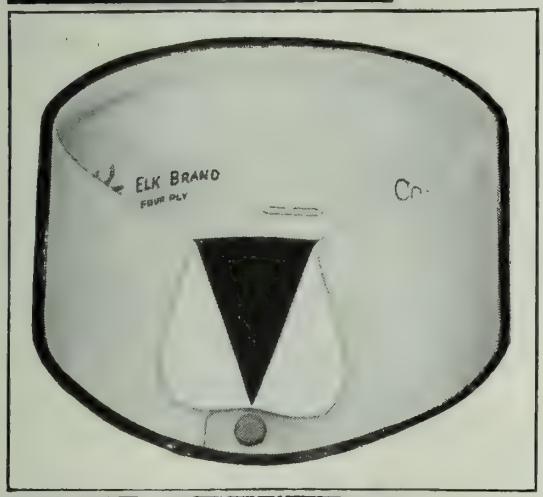
1⅞ in. at back.
2 in. at front.

(CHAUCER is slightly higher)

Either one is a sure seller for Fall and Winter to any man who wants to keep up with the styles. That's the kind of man your store caters to, isn't it? Stock both Carleton and Chaucer.

QUARTER SIZES

FROM 13 TO 18



CLIFFORD

2 in. at back.
2⅛ in. at front.

(COLTON is slightly higher)

$1.10 a dozen

¼ sizes
Immediate Delivery

These snappy, smart new styles are just about the best even W. G. & R. ever put out. Send for samples, if you want to—but order quickly, for the demand will be big. Advertising them to the public? Well, indeed we are!

You put in the collars—our ads will bring you the demand.

TRADE W.G.R. MARK

THE WILLIAMS, GREENE & ROME CO., LIMITED
FACTORIES AT BERLIN AND HANOVER, ONT.
MAIN OFFICE:
BERLIN, - - - ONTARIO

Where Clothing Salesmen Often Fall Down

Concentration Will Give That Point of View so Necessary in Appealing Effectively to the Customer --- Opportunity Frequently Neglected --- The "Looker-round" May Often be Interested --- Cheerfulness a Great Asset

By Herb A. Irving, "Fashion-Craft," Toronto.

THERE are two classes of successful salesmen. One plods along conservative lines, using the old time-worn arguments of our forefathers which no doubt served its purpose in their time. The other judiciously accepts the modern method of winning their customer's confidence by lines of argument which appeal to that little trait of human character called vanity.

Concentration and Cheerfulness.

It is not necessary to flatter or jolly a customer in order to accomplish this end. A little questioning or drawing out will usually bring the confession from your prospective buyer, of certain ideas which to his mind, suit his particular style.

Concentration of one's whole mind and heart in the work has a wonderful influence in bringing gratifying results. The slightest slip in this respect will often prove disastrous, and good customers leave with that ever-ready excuse, "I'll take a look around," or "I am not prepared to buy to-day."

Cheerfulness is one of the greatest assets in the retail trade. Cultivate this quality. Let your customer feel that the surroundings are agreeable. Have a pleasant word of welcome. Ninety-nine men in a hundred like to know that you appreciate their business. Experience has demonstrated that when a man comes into your store to spend his good, hard-earned money, it cannot be impressed too earnestly upon him that you intend to see that he is treated with every possible attention. It is wonderful what little acts of courtesy will accomplish. An instance in our own case will illustrate the point.

Courtesy Effective.

One day recently, a gentleman stepped into our department to use the phone. One of our salesmen noticed that the hanger on his coat had become loosened. After he had delivered his message he was approached, and after a few general remarks it was suggested that our tailoring department would replace the hanger with a new one. The man was greatly pleased and when waiting the return of the garment, the salesman succeeded in interesting him in one of our Winter overcoats. It was the first time that he had ever tried on a ready-to-wear garment. It was a perfect-fitting model and in fifteen minutes he bought the coat. He was satisfied with the purchase and left the store with his mind made up to buy nothing but the new and modern ready-to-wear clothing in future. This was a simple but practical way of winning the man's sympathy, which, once acquired, paves the way for good results.

Self-Satisfaction Dangerous.

The salesman who sits back and is satisfied to wait for business is only preparing to lose it. A man is measured up to his earning power. The minute he relaxes his vigilance and fails to keep pace with his fellow salesmen, who, with unlimited energy and enthusiasm, outmanoeuver him in all directions. The result is, he is forced to withdraw from his field of operation, having failed to take advantage of his opportunity.

Nail the Opportunity.

There are so many ways of interpreting that word opportunity in one's every-day business. To the man who is late in arriving at the shop, opportunity probably was waiting for him. When he fails to size up a prospective buyer, comes to the conclusion that he is only a looker, loses interest, becomes indifferent to his presence, the customer feels at once the spirit which is so painfully evident and makes a hasty departure. Lost opportunity.

It would certainly be interesting to know just how much business is lost to the average merchant through this same spirit or impression which comes to so many salesmen, that, because a customer uses that good old excuse, "just looking around," he would be wasting his time in any effort to interest his customer in the goods he intends to buy, if not at the time, in the very near future.

Buyers Not so Skeptical.

Our experience has been that fully fifty per cent. of these same skeptical buyers are open, ready and willing to purchase providing they are convinced of the genuiness of your goods and the treatment you bestow upon them.

A little thought on this question, followed by putting it to the test, will be a revelation to many salesmen.

It pleases a customer to know that you are anxious to do business with him. He knows the value of money and certainly will not give it to the one who indicates indifference. He knows the value of money and certainly will not give it over to one who plainly indicates indifference about receiving it. Let him understand that you desire his trade and let cheerfulness be always the predominating attitude.

We have learned through experience that a cus-

"THERE'S NOTHING BETTER THAN Cravenette"

WET or FINE

RAIN or SHINE

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof

REG.D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto

.·. *Christmas Specialties* .·.

Wreyford & Co., Toronto

Special English Neckwear
$2.25, $3.75, $4.50, $6.00, $8.50

Silk Knit Motor Scarves
$18, $24, $30, $42, $65 per doz.

Mercerised Motor Scarves
$7.50 to $12

Accordion Knit Ties, with "Hobble" With Persian or Black Bars
$6 per doz.

Best Knit Accordion
$14 and $16.50

Suspenders de Luxe—"Meldoise"
$7.50 per doz.

Box Sets—Half Hose and Ties to Match
$5.50, $7.50, $9, $10.50, $22.50, $30 per doz.

Dressing Gowns for Men and Boys
Linen Handkerchiefs in Boxes and Leather Wallets
WIRE ORDERS WILL HAVE IMMEDIATE ATTENTION

tomer dissatisfied can do a store more harm than five pleased ones can undo.

FAIR, BUSINESSLIKE ARGUMENT.

There are occasions when we meet customers who are unfair and unjust in their comparisons. Put your argument in a fair, businesslike way, not by depreciating your opposition, but rather to point to some superiority in your own merchandise. Good sales talk requires time and patience as well as expression to acquire. Our language and address must be such as to elevate the whole tone of the store in which we are employed and thus instantly command the respect of your purchaser.

THE EMPLOYER'S ASSET.

Now, then, we as salesmen, are assets of our employers. Let us study the needs of our particular line, not only for the sake of the employer but also for our own. Some day, by perseverence and earnest, careful attention to duty, we will have created a following which will enable us to hang up our own illuminated sign over a successful shop.

Plain Knits Popular

Montreal, Dec. 6, 1911.

For the Fall and Winter seasons 1912-13, sweaters and sweater coats have been liberally ordered by wholesalers. In men's and boys' lines, many different qualities, patterns and make-ups are shown by the manufacturer.

In the better lines that have been purchased, the coat sweater comprises the bulk of the business. These garments will be just as popular as ever next year. Large ranges of colors are shown in a two-color combination. Grey, tan, green and white appear to be the favorites.

The collar arrangements are about the same as are seen on the markets this season. Quite a number show the low open front style. Others show the convertible collar. These collars can be turned up as a protection for the throat, or rolled down when not needed for this purpose.

In the men's lines many substantial ranges are being taken. One line is knitted in the honeycomb stitch. Others are in the two-and-one stitch. These lines are composed of pure wool, and look the quality of the yarn that is put in the garments. There are large ranges of prices; and indications are promising a record year in this department.

In the cheaper lines of men's knitted goods, the pull-over garment is taken in fairly large numbers. Sweater coats are also popular in these lines. In the sweaters that pull over the head, there are some very substantial as well as good appearing lines. Comfort and substantiality are apparent to a pronounced degree. The yarns used in all the samples seen were pure wool, strong, and of a good size.

Boys' lines show new samples in both coat and sweater styles. Sweater coats are as popular with the younger boys as they are with the grown-ups. Manufacturers are wide awake to this fact, therefore, well selected ranges are produced, and may be seen in the samples shown by leading houses. Color, stitch,

A window by H. Gagnon for Goodwin's, Limited, Montreal, in which the trimmer has sought to concentrate particular attention upon style and quality of clothing by effective posing.

design and yarns used are closely following those adopted by the manufacturers of men's garments.

One thing noticeable in the new samples for next year is, that the plain knitted garments are very prominent, the fancy knitted numbers having dropped back to a certain degree. In fact, the stitch that is mostly seen closely resembles the stitch used in the original cardigan, the garment from which the sweater was first copied.

Boys' Wash Lines Ready

(Concluded from page 82)

son's selling. In wash clothes blues have always predominated, but this season it is expected that sales will result in about equal quantities of tans and blues if the patterns noted are any criterion. There is clearness of tone and diversity of patterns to suit any buyer. As the trend is for better goods and merchants are asking for more detail in style, it is considered that this season's samples will fully meet requirements in most localities and for boys of all ages..

Easter Neckwear Opportunity

As Easter comes on April 6th, there should be an excellent chance for the merchant to stock up for a long season's business. Easter novelties should sell well.

Knitted and crocheted four-in-hands are seen in bias and cross stripes of all shades. For the most part the colors are bright and very prominent. In the array of colors there can hardly be said that one color is ahead of another. The accordion stripe effect is taking well. Antique tapestry designs are one of the attractive high-class productions.

An effective unit grouping from Allan's windows, Montreal. Note the use of the ledge for evening wear. A feature is the photo of the Duke of Connaught with coats-of-arms and flags.

Advertising Value of Good Window Trims

Direct Results From Good Displays Eliminate the Doubtful Quantity — Taking Articles From Windows to Show Customers — Unit Trims Valuable — Pays to Have Plenty of Light.

By E. E. Bell, Manager Thornton & Douglas, Guelph.

THE purpose of a good window trim is to bring business, otherwise it fails in its mission. Considered as advertising, its value can be easily estimated by the direct results, whereas newspaper space is by many considered a "doubtful quantity" and not everybody can write business-bringing copy.

Taking Articles From Window.

A good salesman should never hesitate to take an article out of the window, even if it be a 42 man admiring a 36 garment—the only one in stock possibly. The salesman who quickly remarks, "oh! that wouldn't be any use to you; it's only a 36," defeats the object of a good window. To bring your customer in and hold his attention, take the 36 out even if it spoils your trim for the time being. Your customer is at once under obligation to give attention to your story, you get the chance of showing him a 42 and he's in the proper frame of mind to look at it with the result, in at least five cases out of ten, a good sale and pleased customer. He feels you are interested in getting him what he wants, which may in no way resemble the afore-mentioned 36, but it has served its purpose by giving you an opening.

Every Article Easily Reached.

A well-trimmed window is one in which any article called for can be gotten at with little trouble, and, in almost all instances, it pays to give your customer the article out of the window if he wants it, even in such goods as neckwear, hose or the lighter furnishings of which you have a stock inside.

It is human nature to be skeptical, and electric lighting and the window trimmer's art is responsible for many an article appearing finer than it really is. The impression the customer gets of the article as seen through the plate-glass is associated with his purchase if he gets it from the window, otherwise after he gets home he isn't quite sure it's the same and begins to look for flaws and may become dissatisfied with his purchase and in future may remember to avoid your store.

Best Advertising Medium.

A live window is your best advertising medium. Unit trims are particularly valuable in the beginning or during any season, for such goods as underwear, shirts, neckwear, hats, sweater-coats, blue serges, hosiery, etc., but the holiday trim should be as different and as attractive as possible, showing mostly the goods suitable for the gift season with a neat, plain price ticket on even the smallest article.

Show Card Should Harmonize.

The color-scheme should be well considered, an attractive show-card being the finishing touch. A light grey card lettered in white with some touches of bright red, blends well with a holiday trim. A good trimmer should be able to put in a full window without crowding any part of it, and this kind of display gives the impression that there's a well-assorted stock to select from inside.

Facilities for Mailing.

It pays to box such goods as neckwear, gloves, fancy hose, mufflers, etc., and if put up in an attractive box suitable for mailing many a quick sale results at good prices. Your salesmen should know the mailing rates, and a convenient desk or table with paper and string will be considered a boon by many a hurried shopper. With a little re-arranging of space even the small store can offer many of the conveniences that make the big store so attractive. Look over your lighting system and if possible make your front so bright that it will first attract the passer-by with its brilliancy. It pays to have lots of light.

Cheesecloth Days Are Past.

The day of the "Christmas tree," "Santa Claus" and "Cheese-cloth" effects, are gone by for the up-to-date men's store. The merchandise of to-day in the hands of a good trimmer can make attractive holiday windows that bring good business and this is the main point.

In conclusion, would say that your window should be the index of your well kept stock within.

THE greatest possible amount of co-operation or teamwork should be the ideal of every men's wear dealer and of his staff for the coming year.

THE sales force that recognizes responsibility and measures up to it, will make a smooth-running efficient organization. Much depends upon the year's start.

Two windows for Thornton & Douglas, Guelph, that helped do a big holiday business. Size of windows 6 ft. x 7¾ ft. Color scheme, green and gold, and shades of brown, carried out in window cards, price tickets, chrysanthemums, shades of brown in clothing, gloves, hats, etc. An artistic effect, showing a lot of seasonable goods without over-crowding. — By Edwin E. Bell, manager Thornton & Douglas, Limited, Guelph.

What Members of Parliament Wear

Sartorial Measure of the People's Representatives --- Sir Wilfrid Laurier, Best Dressed Man of the House --- Premier Borden Not so Particular --- Many Peculiarities Indicative of Personality

For the "Review" by Fred James.

FROM almost every conceivable viewpoint, the members of the Dominion Government Cabinet have been considered by newspaper and magazine writers. The age, religion, birthplace, habits and other incidentals to the personality of each by the press of three countries. But little has been member of the august body have been touched upon said of how the Cabinet Ministers and the members of the present Parliament measure up sartorially.

Of course, in an assemblage of 221 men from all parts of the Dominion, where each province has some distinctive feature in the matter of dress, there are bound to be a few men whose personalities are shown by the clothes they wear.

Generally speaking members of the present Parliament are not over particular about their sartorial appearance. There are, however, a few exceptions. Nothing tells of the democracy of Canada more than the clothes of her representatives. Every style type can be seen from the conventional frock coat and striped pants, to the less conventional tweed suit; in fact, 95 per cent. of the members wear the latter garb in the House, on the street and at formal and informal functions.

Sir Wilfrid Immaculate.

The best dressed man of the 221 is unquestionably, Sir Wilfrid Laurier. There may be others who appear at first sight to equal him, but a closer observance will prove the "Old Chief" is entitled to this distinction. He never looks to be overdressed, yet one can see that his every garment has been selected with care. When the house is in session, Sir Wilfrid always appears in a dark suit, of a perfect fit. He wears a morning coat, an upright collar and a red Ascot tie. For years, the former Premier has worn a red tie everywhere except at a dinner party or state occasion. On the street he is sometimes seen wearing a derby hat, sometimes a dark grey fedora, and not infrequently, a high silk hat. On very cold days he dons a round mink cap, while on an exceptionally hot day in the Summer time he appears in a high grey skypiece.

The Premier's Attire.

Premier Borden differs at times in his appearance. You may meet him on the streets in Ottawa wearing a Derby hat that suggests long and faithful service, and clothes that give him the appearance of a rather careless dresser, or you may meet him attired very particularly. In Parliament he is always very immaculately dressed in a dark grey morning suit, with a straight, upright collar and a four-in-hand tie. When the present session was opened, Mr. Borden stood on the right of the throne, garbed in a frock coat and grey trousers, thus ignoring the invariable custom of former Prime Ministers of wearing a brilliant uniform on such an occasion. Lately he has taken to a heavy tweed coat with a dark grey soft hat to match the coat.

Toronto Members Well Dressed.

With the exception of Hon. George E. Foster, Minister of Trade and Commerce, and W. F. McLean, the members who claim Toronto as their home are among the best dressed on both sides of the Speaker's chair. Hon. T. W. White, Minister of Finance, is very smart and careful in his dress, though he never appears in anything but a jacket suit of tweeds except, of course, at some function where etiquette requires the laying aside of the jacket suit. Hon. A. E Kemp, Minister without portfolio, is a model dresser and the same can be said of Mr. Claude Macdonnell, from Toronto South. The Cabinet Ministers are all careful about their dress, with the exception of Hon. Mr. Roche, Secretary of State, and Mr. Foster, who, though presentable, plainly show that they give little attention to their personal appearance.

Hon. Robert Rogers, Minister of the Interior, is never seen wearing anything else but a frock coat. His appearance must gladden the heart of an observant tailor. Hon. R. Lemieux, former Postmaster-General, attires himself immaculately in a braided morning coat of dark grey or black. After his return from Japan last Summer he looked very distinguished on the Liberal front benches with his hair brushed and trimmed in the correct Japanese style. Recently he has reverted to the less ostentatious Canadian custom of brushing his locks.

Fedora for Doherty.

Hon. Mr. Doherty, Minister of Justice, is the only member of the cabinet who strictly adheres to a fedora hat for wear at all and sundry occasions. However, he dresses very smartly, but since he came to Ottawa he has not yet been seen in anything else but a tweed suit of grey and the aforesaid hat. Hon. George Perley, Minister without portfolio, inclines to black clothes with a black derby hat and from Fall to Spring, he wears a light-weight short coat. He says he only wears a fur-lined, or heavy overcoat when

(Concluded on page 92.)

In this group of cards, cover-paper was used, with back of stiff cardboard in a darker shade. Greys and browns make the most effective cards lettered in white with black lines underneath. The ends as seen can easily be "curled" by heating a small round iron and twisting around same. This style of card always harmonizes with a well trimmed window, is inexpensive, effective and lasts much longer than the much-used white cards.

By Edwin E. Bell, manager Thornton & Douglas, Limited, Guelph.

A study in black and white

By Reg. Brown, Crossman Co., Peterborough.

HATS AND CAPS

Run On Rough Hats

Buyers Returning From New York --- Some Novelties that are Likely to Feature Spring Season.

Wholesale hatters are now stocking Spring shipments and preparing for delivery to men's furnishers in January, February and March. Travelers are home for Christmas holidays and report that business is completed on their respective grounds until starting on sorting trips in January.

Most of the larger buyers have just returned from New York, and state that there is very little novelty, but they are more convinced in the correctness of first assortments. Early forecasts were practically correct, except that in minor instances, some colors did not take as well as predicted.

As usual, popular lines at $15 to $24 dozen on both soft and stiff hats with a sprinkling of better qualities of the latter are being forwarded. It is an assured demand with most merchants and they are freely taking prevailing blocks in stiff hats, wide brim and low crown, not too extreme, and in dimensions most adapted to younger men. Naturally, for elderly men more conservative styles have been taken.

In comparing the effect of increased sales of soft, rough felts on stiff blocks, there is no material falling off, as stiff hats are necessary for more dressy wear than soft shapes chosen for secondary occasions. It is noted that over the counter, in larger stores, there has been a falling off in sales, and while in many localities this effect will not be felt, shrewd merchants will foresee any evidence in this respect in time to protect the selling of stocks proportionately.

Blacks are first, with a few browns, in stiff hats. Rough soft felts and extremes on this finish have sold in staple colors, slate, steel grey and brown, with fair quantities of olive. The pronounced vogue of olives for this Fall season, which was expected to have marked effect on the selling of this shade, has not followed, unless it becomes a feature of sorting. Among the novelties to be shown, then, and this is a forerunnner for Fall, are stiff hats with rough or wool finish. So far, the response for these in larger cities has not been as liberal as designers anticipated, and this is general throughout the trade so far as it is considered as a freak, but whether it is another feature which will succeed by ultimate tryout remains to be seen.

Corduroy soft hats in novelty shades, grays and browns, are the most promising of cloth hats. Some natty velours are seen for early Spring wear. Many styles of English stitched tweeds in striking patterns, combinations of grays or fawns and browns, are taken, and sold mostly to a discriminating class of buyers.

What M.P.'s Wear

(Concluded from page 90.)

driving. Hon. T. Crothers, Minister of Labor, and Hon. Mr. Pelletier, Postmaster-General and Hon. Frank Cochrane, Minister of Railways and Canals, all dress like prosperous business men in well-fitting jacket suits of a dark color.

Hon. Mr. Hazen, Minister of Marine and Fisheries, is always handsomely dressed in frock coat suit, and is a striking figure.

There are smarter-appearing men than Hon. Sam. Hughes, Minister of Militia, in civilian clothes, but he is considered as handsome as any man in Canada when arrayed in military uniform.

THE WESTERN MEMBERS.

The most immaculately attired member from the West is R. B. Bennet, of Calgary. His clothes stamp him as a smart, shrewd, clever man, which he is. Perhaps the most striking figure in the House is Robert Cruise, the member for Dauphin, Man., who defeated the famous Glen Campbell. Mr. Cruise is the only member who comes to Ottawa in a big sombrero or cowboy's hat. His clothes also savor of the West. And a singular thing is that Glen Campbell also wore a sombrero hat and clothes cut in a typical western style. When the weather is particularly cold, Mr. McKay, M.P., for Prince Albert, Sask., enters the chamber and makes his bow to Dr. Sproule, wrapped in a wolfskin coat.

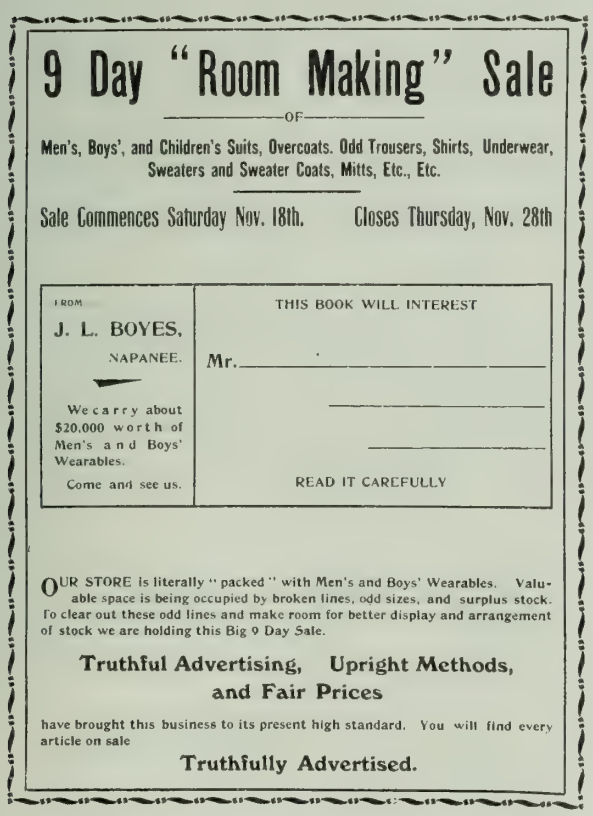
The majority of the backbenchers on both sides of the speaker dress like the majority of ordinary business men. A few are shamefully careless about their appearance, but this fact is a good sign, perhaps, because it speaks well for Canadian democracy.

Aggressive Work Required of Admen

Approach of Spring Season Demands Effective Clearance of Old Stock --- Some Suggestions in Recent Ads. --- John Boyes Holds Nine-day Clearing Event --- Familiarizing Customers With Improvements --- Testing Advertising

ANNUAL stock-taking sales should make January and February busy months for the men's wear dealer. He must make room for the incoming Spring goods and upon his advertising he must depend for greatest results. Many different plans are adopted in order to reduce the previous season's stocks to the desired level. Competitions of various kinds, schemes that interest the children, and which never fail to draw the crowd are used to advantage.

One merchant grades his reductions in such a way that, extended over a certain number of weeks, the last day sees the wardrobes practically bare of the preceding season's goods and Spring lines well forward. He calls it his "Extinguishment Sale." For the first week's attraction, the high-grade clothing, regular, say at $30 or thereabouts, are priced at $18. This brings a rush and first comers get the best selections. The succeeding week sees a reduction to $15 and the third, to $12. Other lines are also marked down and the advertising value of this event is wonderful. Live salesmen use the opportunity to



9 Day "Room Making" Sale

—OF—

Men's, Boys', and Children's Suits, Overcoats. Odd Trousers, Shirts, Underwear, Sweaters and Sweater Coats, Mitts, Etc., Etc.

Sale Commences Saturday Nov. 18th. Closes Thursday, Nov. 28th

FROM J. L. BOYES, NAPANEE.

We carry about $20.000 worth of Men's and Boys' Wearables.

Come and see us.

THIS BOOK WILL INTEREST

Mr._____

READ IT CAREFULLY

OUR STORE is literally "packed" with Men's and Boys' Wearables. Valuable space is being occupied by broken lines, odd sizes, and surplus stock. To clear out these odd lines and make room for better display and arrangement of stock we are holding this Big 9 Day Sale.

Truthful Advertising, Upright Methods, and Fair Prices

have brought this business to its present high standard. You will find every article on sale

Truthfully Advertised.

Front page of a folder that brought good results.

create advance interest in Spring goods and not a few orders are taken in anticipation of the new season's wardrobe needs.

A Nine-Day Event

It very often pays to issue a circular or price list at this time describing values and also imparting style information about the Spring lines. Some-

Wm. Currie

CLOTHIER

Genuine Scotch Tweed

Suits for Young Men, $18, $20, $22.50, $25

These Suits are designed to take the place of, and are only second to our Fine Custom Made Garments

Overcoats for Men,

Made from the most celebrated Irish Frieze

$15.00, $20.00, $25.00.

Few men know what the Real Irish Frieze really is —We would be pleased to have our inspection of the genuine fabric

Commercial Pants,

$2.00, $2.50, $3.00, $4. Per Pair

Dress Pants,

$3.00, $5.00, $7.00

Perfect Satisfaction is our assurance to all.

Wm. Currie

423 Notre Dame Street West

905 St. Catherine Street East

Good use is made of limited space in this advertisement.

thing of this kind was recently issued by J. L. Boyes, Napanee. He called the event a nine-day "room-making" sale of men's, boys' and children's suits and details were given in a six-page circular, and in it, special and sale goods were about equally proportioned. The front page of the circular is reproduced. The sheet was 9½ x 12 inches, and could be folded in such a way as to carry the address and a statement under the merchant's name in a specially ruled panel. The language of the circular throughout is notable for its candor. Short work is made of the reason for the sale and there is a refreshing absence of unnecessary elaboration. The folder suggests the store's motto—"Truthful advertising, upright methods, fair prices." In order to avoid misunderstanding and to make inspection all the more interesting, the statement is made that "original (sewn on) price tickets are marked in ink on all goods. Pin tickets with sale prices pinned on all goods."

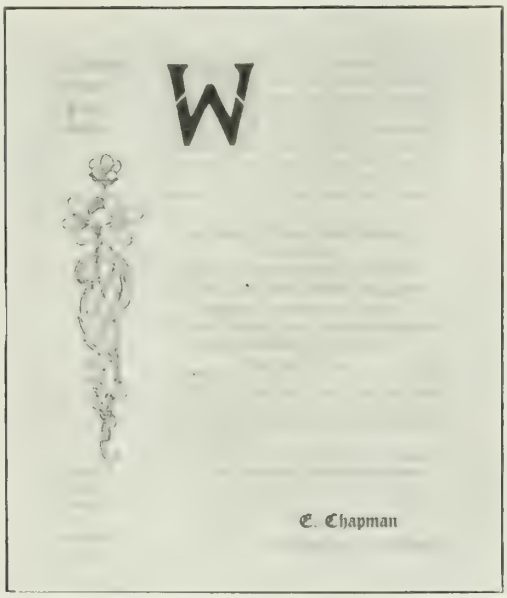
Every page is devoted to description of values which would appeal to the large farming community of which Napanee is the centre, and Mr. Boyes states that his nine-day event was a great success.

Good Use of Small Space

The $4\frac{1}{2} \times 7\frac{1}{2}$ inches advertisement of Wm. Currie, Montreal, is reproduced as an illustration of the effect that can generally be obtained by proper use of small space. Here a distinctive cut is used in connection with statements which suggest knowledge of and confidence in the goods offered for sale, a note that is not always evident in men's wear advertising. The example here presented contains a good suggestion for an announcement at school opening or one calculated to interest school or college trade.

Giving New Store Identity

Allan's, Montreal, have in the advertisement here submitted, incorporated an idea calculated to familiarize people at once with the appearance of their new store, its unusual window arrangement, and the splendid displays thereby rendered possible. Merchants too often ignore the advertising value con



Announcement of new store opening by Vancouver dealer.

tained in some improvement to their premises, taking it as a matter of course that people will discover these things in time and appreciate them. There is only one criticism that might be made of the statement accompanying the Allan advertisement. It is not sufficiently direct or personal. In fact it is altogether too modest in proportion to the many interesting features about the store that might appeal to customers. A statement over Mr. Allan's name would have introduced that personal element which is much more effective than a cut and dried statement in indirect narrative.

Testing the Ad.

Newton & Freele, Strathroy, adopt a plan whereby they expect to test the value of newspaper advertising. Incidentally, it looks like a pretty fair sale idea. While such an advertisement may give the merchants little idea of the number of people who actually read their advertisement, it should be in-

Men, We Are Going to Pay You for Reading this "Advt."

Every man who reads this advt. and then cuts it out and brings it to our store can have any Suit in the store at 10 per cent discount.

If you get a $10.00 Suit, you

Save $1.00.

If you get a $15.00 Suit, you

Save $1.50.

If you get a $20.00 Suit, you

Save $2.00.

We make this unusual offer in order to test the value of newspaper advertising. We know that an opportunity to save from $1.00 to $2.50 will look good to any man who reads this advt. and we are willing to pay out the necessary amount to learn the value of newspaper advertising.

NEWTON & FREELE

FRANK STREET, STRATHROY.

Marriage Licenses Issued.

Testing an advt. by means of special inducement.

strumental in giving some statistics as to tangible results. The idea is one that works well in special instances where customers have unusual inducements offered them. A plan that will test advertising, special price or no special price, is what most merchants are looking for. The House of Hobber

"OUR NEW STORE"

Allan's

355 ST. CATHERINE STREET WEST.

An advt. calculated to familiarize customers with appearance of new store.

lin, Toronto, for some years now, have adopted a return post card system by which they ascertain whether customers were influenced in their purchases

by the newspaper, by window, or by good reports. Cards with blanks are sent out and customers are asked to fill in the questions. Some very interesting and useful information has been obtained in this way.

Opening New Store

The Review acknowledges receipt of an announcement from E. Chapman, Vancouver, referring to the opening of their new store. The announcement is neatly printed in green on grey linen paper, with initial letter, signature and ornamentation in red. A feature of this little sheet is a detailed statement of special lines that are always found in the well-ordered men's store. Chapman began business in 1888 and is to be congratulated upon his growth.

Woman On Men's Clothes

Feminine Critic Says Man Must be Bigger Than His Clothes --- Well-Groomed Appearance is an Important Asset.

An interesting discussion on men's clothing from a woman's viewpoint recently appeared in the Chicago Daily News. The author, Anna Woodward, sums up her conclusions as follows:—"In regard to men's clothes, one might make comparison with the covers of books. It is for the contents that we value a volume: but the books that we appreciate we would have nicely printed on good paper in a fine and serviceable binding." This is sufficient to warrant the assumption that women prefer men to be dressed in fine, but serviceable clothes, and without foppishness.

Feminine appreciation of the dandy is shown in these words: "It is with a note of contempt that we speak of a dandy. It is detestable that a man should wear his clothes with an air of display, and nothing disposes us" (meaning women) "more against a man than the thought that he makes a study of his appearance."

The critic does not mean that a man should not be careful of his dress, as witness her next words. "A man must be bigger than his clothes. To dress well is to dress appropriately." There is a world of sense in those few words, also in the next paragraph:

"Speaking of business men, there is no doubt that a well-groomed appearance is an important asset. It is not merely that it suggests prosperity; it is an indication of a proper personal pride—a thing as different from personal vanity as a confident manner is different from idle boasting in matters of business."

It is an excellent distinction which Miss Woodward draws between vanity and pride, and helps to explain the feminine contempt for a dandy. "Great men," she adds, "have sometimes been fops, but that was no more a sign of greatness than the slovenly appearance which is sometimes spoken of as an indication of genius. It is not an indication—it is merely an idiosyncrasy."

Miss Woodward recognizes the important part played by the tailor: "As regards a decent appearance, much depends on the tailor, but a man's linen, his footwear, and even his ties are as important as the cut of his coat. * * * There was a time when in order to be well dressed a man had to be rich or extravagant. The good tailor was the expensive tailor. But so little of this is true at the present time that there is very little excuse for any man's not appearing in clothes that have about them a certain air of distinction."

But, with womanly perception, she recognizes the limitations of the tailor's art, and that not the most experienced sartorialist in the world can make a gentleman of a boor. Under this head she says:

"Much depends on the tailor, on the style and cut of the clothes; but the real distinction must come from the wearer. The clothes of a really well-dressed man you notice as an afterthought. The only good clothes are those which seem as natural to a man as his good manners."

She also calls attention to the sanitary advantages to be found in good clothes, and in frequent changes of clothes, and says that it was doubtless an innate demand for utter cleanliness that induced Walt Whitman and Mark Twain to dress in white.

"There is a certain comfort in old clothes," she admits, "so some men go to their tailors as seldom as possible. But I cannot help thinking how advantageous it is that a new coat is no ruinous thing to buy. * * * If a white coat can be worn only for a day, what must be the state of a black coat after a month of constant wear!"

Again adverting to feminine contempt for dandyism, she quotes Cobbett: "Take this as a secret worth half a fortune to you—that women, however personally vain they may be themselves, despise personal vanity in men."

New Belt Features

Montreal, Dec. 9, 1911.

Wholesalers are looking forward to a strong demand in the belt department.

In addition to staple lines that have always been more or less asked for, there will be some new features. The prongless side trouser buckle and prongless belt buckle are along new departures. In these productions, no holes or eyelets are needed, and they are suitable for either cloth or leather. Belts with this new buckle will in all probabilities take well with the men and boys.

SHIRTS, COLLARS AND CUFFS

Will Order in Hurry

Many Merchants Delaying Their Purchases --- Many Plain Materials Feature New Lines

In the higher-class lines of men's shirts there are some fine flannels, pongees, silks and poplins that are taking well with the trade for Spring delivery. A light cream flannel made with detachable soft collar, and soft French cuffs is an attractive number. This is offered at $21 per dozen and makes an ideal outing shirt. In looking over the samples of leading houses one is impressed with the number of lines that are shown in plain materials. These are included in many of the leading fabrics. The poplins in several shades and qualities, are plain. Champagne, delicate grey, white, tan, blue and other shades are well represented in the majority of numbers.

Although the business done has been very satisfactory, there is no doubt that many orders will come in after the first of the new year. There are many merchants who will not place an order until the goods are wanted in a hurry. This is not always a safe plan.

Montreal Men's Wear Market

Soft Collar Booked for Strong Run Next Season---Sensible Shirt Styles---Wing Collars Taking Well.

Montreal, Dec. 12.—Travelers who have returned from recent trips report soft collars to be more popular for the coming season's business than last season. This style of collar, combined with the soft French cuffs, will appear on many Spring lines.

Ties to match the collar and shirt proper are another saving feature. These ties can be laundried as often as necessary.

The Spring shirt will specialize along the sensible rather than the freak lines. This will mean more business for the average merchant. Fancy articles that faded with the first washing did not do much towards obtaining the confidence of the customer. He generally purchased one shirt at a time, so as to test the color before making further investments. If, by producing shirts in patterns that contain fast color designs, the customer can be assured of the quality, the sales should include twice the amount of former individual sales.

It does not mean that the men have thrown away their pleated or soft bosom shirts, when we say the regatta shirt has come back. It is a certainty that the new semi-regatta shirt is generally confined to the higher class trade. The negligee is too comfortable to be easily deserted—they have come to stay—as the sales for Spring confirm.

For better class wear, the new modish wing collars are selling in fairly large quantities. Of course, they are suited to all occasions, but it is for wearing with the stiff-bosom shirt that has been brought out along improved lines during the past season, that these collars are particularly fitted. This brand of collar in both the round and the square pointed styles have sold well, considering the short time they have been on the market.

In the double band collar, there is no noticeable change. The close-fitting styles still hold the attention of the people at large. There is a tendency to make the opening a little wider, so as to permit the use of wider and more elaborate line of tines. The narrow ties that have been necessary to be worn with the very close-fitting numbers, were not wide enough to show off style of design and richness of material to the best advantage. With the advent of a wider opening collar, the manufacturers and dealers would be able to increase the season's sales by producing and selling higher-class goods.

Novelties in Neckwear

Montreal, Dec 12.—For the Easter and Spring neckwear there will be shown many novelties. These will be for the most part shown in broad end styles, in both straight Derby and in the form of the handkerchief scarf. Crepe de Chine and Foulards will be two very popular materials. In fact, crepe de Chine articles, and the English foulard squares, look strong for Spring trade.

The bordered ends will be much in evidence in the wide styles, and by stocking up with these novelties, the merchant will have something special to attract Easter trade.

WHICH IS BETTER BUSINESS?

What is the Policy for Next Year?

BUSINESS is completed for another year; stock sheets extended and correct balances placed before the management by the financial man.

Results show all wanted information, which makes stock-taking necessary; amount of stock, expenses, cost of doing business, profits or loss, margins, and whether stock is increased or decreased in each department.

There are many comparisons which can be made between this year's result and that of a year ago.

This year's sales show that business has been good, and through aggressive merchandising, exceeded that of the previous year.

This is a result of hour sales, half day sales and persistent offerings of leaders. The advertising policy has depended on price as an attraction, and the management have adhered to quantity and quick turnover with close margins. There is a most satisfactory 10% increase and every reason to expect an extra profit.

But the statement shows that profits a year ago were equal to this year's gain, and, although more business has been done, actual results are practically the same.

What plans will be adopted for next year?

Will the management curtail or extend business along similar lines?

What changes will be made, if any, and in what direction? Must there be a larger percentage on sale goods? Will customers be obliged to wait for special sales? How will business be increased between these events? What will induce customers to respond to smaller or between advertisements? Will the volume and contract for advertising be lessened? Where will the line be drawn in holding sales?

For the three best answers, by Dry Goods or Men's Wear Merchants, to all or any one of these questions, the following prizes will be paid:—

FIRST	SECOND	THIRD
$3 and Review for One Year	**$2 and Review for One Year**	**$1 and Review for One Year**

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in January midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than January 10th.

Plate No. 12 - Flat Stroke Fancy

~ Lower Case ~

Practice These Strokes

Flat stroke fancy lettering, which has its more practical value in the various decorative purposes to which it is applicable. See Inside Back Cover

Lesson 12---Complete Course in Cardwriting

A Style of Alphabet Suitable for Use as Headlines or for Special Fancy Cards, But Not Appropriate for Sale Cards --- Decorative Features

(By J. C. Edwards. Copyright, Canada, 1911.)

NO reasonable argument can be used to uphold the use of fancy letters as practical for sale cards. The plainer a letter is the more readable and therefore, the more productive of results.

Though this course has been compiled with the express purpose of presenting the reader with only practical alphabets for use in modern show-cards writing, there are times when the less practical lettering is advisable even in every-day work. There are times when a fancy trim is called for, and while a plainly lettered card is proper, yet, a fancy touch is more in harmony. Now this fancy touch does not need to be so fancy as to detract from the legibility of the card—it must be quickly made as well. Old English lettering, in its original set style is not practical and is less readable than almost any style used in lettering to-day. Yet it is a handsome letter and when nicely written makes a fine effect. This is the reason why we present here a corrupt version of the Old English, taking away the fussy parts and transforming the letters into an easily and quickly written style which can be read without trouble.

Where one word or so requires to be brought out more prominently in the inscription this letter may be used effectively. This is demonstrated in the card reading *"Fancy Letters* should never be used on any kind of sale card, etc." The words "fancy" and "letters," being the subject, and the most important parts of the card are made prominent by the use of this alphabet. The small letters in the reader of the inscription are made with a small soennecken pen (No 2½). This lettering will be taught in later lessons.

The decorative feature of this card is the grey panel scheme used at both ends of the card—the one on the left being used as a relief for the capital F. The other card illustrates the use of flat stroke fancy lettering for the whole inscription. Note how much harder it is to read this card than the one previously described. Compare the two and you will readily see the reason for not advocating this or any fancy letter for sale or quickly read cards.

A very simple form of decoration is used in this card, but which adds just enough life to relieve the plain black and white appearance.

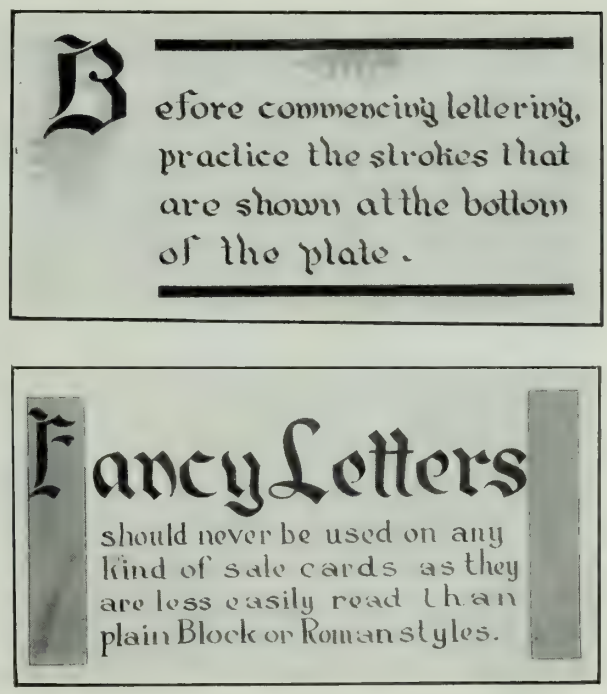
At the bottom of plate 12, there are a number of strokes given which, if practiced, will give the elements of this letter and be of great aid in helping you to master it.

Persistent practice will accomplish a great deal in card-writing, in fact, it is the secret of success. You may ask where this style of letter would be used to advantage.

The most important functions of any dry goods store in the year are its openings. Your opening cards may bear the formal opening inscriptions lettered with "Flat Stroke Fancy" and illuminated in whatever way you may desire, or they may have an informal inscription with the main words in "Fancy." Your Easter cards, your Christmas cards and such important cards may be made with this style of lettering. In fact, new goods cards where quality and style—not price—is the main feature, may be lettered to a more or less degree with this "Flat Stroke Fancy" lettering. You must use your better judgment in deciding what you use.

Capitals of this style of letter do not blend well together. They are even less readable than the lower case and should never be used only at the beginning of a sentence or when only two or so words are used as the headline they may all begin with a capital.

There are only about two letters in the lower case which are like the capitals and these are S and X and Z and even these are slightly different inasmuch as the S in the capitals has the lower or last stroke continued right up and across the face of the letter. The Z is practically the same but the X is finished slightly different. The rest of the letters are decidedly unlike each other.


Before commencing lettering, practice the strokes that are shown at the bottom of the plate.
Fancy Letters
should never be used on any kind of sale cards as they are less easily read than plain Block or Roman styles.

Cards showing application of flat stroke fancy lettering and decorative effect.

The lower case is more simple to execute. A number 7 red sable flat brush was used to make this plate.

Celebrated Their Forty-third Anniversary

Blumenthals', Montreal, Have Increased Their Store Three Times Since Their Start in 1868 --- Methods That Have Won Success --- The Cash Principle --- Pay by Bonus and Salary --- An Attractive Anniversary Sale

Montreal, Dec. 12.

THE 43rd Anniversary Sale of J. H. Blumenthal's Sons, Limited, Montreal, started on Friday morning, December 8th. The two-page advertisement that appeared to announce this great event in the history of the firm, pictured the buildings occupied from the time they started in business, up to the present establishment.

Enlarged Three Times.

In 1868 this firm opened a small stand on St. Lawrence Street. The line of goods included clothing for men and boys of all ages. To-day the stock is many times larger than that kept in the start. By attending to business and following the right path, the firm outgrew the quarters on St. Lawrence Street, and in 1891 moved to more convenient quarters on St. Catherine Street East. Here the business continued to grow; and in 1900, another move was made to a still larger and more central stand at the corner of Bleury and Craig Streets. Business continued to flourish at this stand. The business of Montreal having continued to move to the up-town district, it was decided to build a large block on St. Catherine Street, at the corner of Bleury. This imposing building was finished early in the year 1911. It is a credit to the city, and is one of the best on this flourishing street. In the twenty-line competition held recently for boys under 17 years of age, many of the best letters made special mention of the addition to the appearance of Montreal, made by this building.

The development of this business was not the result of luck or chance, but of energy and effort expended in the right direction.

The 43rd anniversary sale will take some of the Montreal people back to the time when J. H. Blumenthal's Sons firm started in their little one-storey store at 222 St. Lawrence Street. Then, this firm had two clerks. Now their employes number over one hundred.

The method of paying help is a burning question with many of the merchants of to-day. This was dealt with by J. H. Blumenthal's Sons, from the first. The paying of salary and bonus was adopted. This they consider the best all-round method for obtaining results, and keeping the help interested in their work. A clerk gets so much salary, and one per cent. bonus. This method stimulates him to make all the sales possible—it also increases the gross sales of the store which installs such a system. If the salesman gets a salary only, he is liable to be indifferent as to the necessity of exerting every effort along the right direction. He is likely to think that it makes little difference whether he exerts himself or

43rd ANNIVERSARY SALE
1868
BLUMENTHAL'S 43rd Anniversary Sale
MONTH OF DECEMBER
J. H. Blumenthal's SONS
LADIES—
$6.85
$8.45
$3.85
J.H. Blumenthal's SONS LIMITED
UPTOWN BLUMENTHAL BLDG. "Canada's Greatest Clothiers." COR. ST. CATHERINE & BLEURY STREETS.
TO commemorate our 43rd Anniversary and acknowledge our gratitude to the public, who are in a measure responsible for our success, we inaugurate the greatest sale in our history to-morrow.
SALE STARTS Friday, Dec. 8th
SALE STARTS Friday, Dec. 8th
There are many things we are thankful for we are thankful that our efforts to give Montreal the largest and most powerful retail clothing organization in Canada have been crowned with success. We are thankful for the tremendous and unprecedented patronage of the people, given in recognition of this store's greater facilities for value giving
To show our appreciation of public support, we will hold a MAMMOTH SALE, offering unusual bargains. Everybody is invited to participate. Everybody is expected to share in our Birthday Bargain Festival We will sacrifice profits during the month of December to commemorate the occasion of our first start in business in your midst
1868
1911
1891
Our First Store St. Lawrence St.
OUR NEW HOUSE, BLUMENTHAL'S BUILDING
Our Old St. Catherine East Store
BOYS' Clothing
$3.49
$2.90
$3.49
69c
59c
$2.98
$2.49
$4.90
$5.50
43rd ANNIVERSARY SALE
1911
BLUMENTHAL'S 43rd Anniversary Sale
A Few Advantages Which Have Made Blumenthal's What It Is
This is Essentially a Store for Men
J. H. Blumenthal's SONS
A BIRTHDAY GIFT FREE TO BOYS
The Strongest Overcoat Values In America
A VERY SNAPPY MODEL THIS
Men's English "Carr's" Melton Overcoats
$16.50
Men's English Ulsters, $8.40
$8.40
Men's English Walk. $14.50 Dry Goods
$14.50
English Chesterfield $9.60 Overcoats
$9.60
English Belted Ulster, $18.50
$18.50
Men's $22 Overcoats for $12
For-lined, For-trimmed and Racoon Overcoats
20% TO 35% OFF
1900
OUR OLD BLEURY STREET STAND
FREE
FREE
MEN'S SWAGGER SUITS
Reg. $15.00 & $16.00
Men's $18.00 to $20.00
$22.00, $25.00 and $30.00 Suits $14.80
MEN'S SUITS $8.45
SUITS . . $12.40
8.45
12.40
14.80
MEN--Get this Reg. $4 to $6.50 Pants for
$2.45
$3.45

Two-page advertisement by which J. H. Blumenthal's Sons advertised their 43rd anniversary. Growth was indicated by cuts of the different stores occupied since they started business. The advt. contains some attractive features, both for men and boys.

not. When pay-day comes he will get the same amount of pay. On the other hand, the salesman who gets paid wholly on a commission basis, is liable to be too intent upon making sales, and in this way neglect the work that should be attended to in regard to the appearance and condition in which the stock is kept.

In dealing with this problem, this company adopted the right method; and to-day, they are very thankful that such a plan was adopted from the first. Their salesmen generally make from five to ten dollars per week, on the bonuses. This amount added to a generous salary, gives a man something to look forward to from week to week. It infused new life and energy into what might otherwise be a second rank man.

Pleasing Every Customer.

The method of "pleasing every customer or refunding the money" was another telling advantage. If the customer takes a suit of clothes or an overcoat, or something else; pays for the same, and after getting them home, finds the color or style is not satisfactory—in each and every instance the garments are exchanged or the money refunded, if there is nothing in the stock to suit. In cases of this sort, after the money has been refunded, it often comes back before the customer leaves the building. Even after leaving the store, the customer will bear away a kindly feeling towards a firm acting in this business-like manner; and he may return in a day or two with a friend, or with his wife who wishes to help make the selection. This method of dealing with each customer has added many friends to this store's shopping list.

Advertising in the daily papers and using liberal space has been the policy ever since the start. J. H. Blumenthal's Sons are the first people in Canada, in the men's and boys' clothing business, to use a double-page advertisement in the newspapers. It reflects somewhat the spirit of the firm, the spirit of enterprise that is in a great measure responsible for the success of former years.

The foregoing are the principal methods that are responsible for the growth of any business.

Adopts Birthday Present Plan.

In addition to special prices for the anniversary sale, several novel methods of winning the boys are being adopted. During this sale, every boy who makes a purchase of clothing amounting to $5.00 and over, will have his name and address, with date of birth, registered. And on each succeeding birthday, until he is 20 years of age, each boy whose name is registered, will receive a valuable present. Even, if the birthday came the next day after registering; a present would be given. The object of this is to gain the friendship of the younger generation who will some day be the fathers of the city.

Pea-Guessing Contest.

A guessing contest is also being carried on at the same time. Any boy making a purchase has a

Interior view of J. H. Blumenthal's Sons' store, Montreal, showing rear and office at right, and giving excellent idea of neat stock arrangement.

chance to guess the number of peas there are in a glass jar that is on show in the window. At the conclusion of the contest, the boy making the nearest guess will receive a reward. A double-runner coaster will be given.

Gifts For the Boys.

In addition to these gifts, every boy making a purchase of $5.00 and over will be given a strong pointed sled, with spring runners. Watches and other presents are on show in the windows. These will be given to each boy making the required purchases.

Systematic Stock Arrangement.

Extensive lines of clothing for boys are kept in the basement. Sizes are in systematic arrangement On one table are kept all sizes of a certain line of boys knickers. Starting at the smallest size, the piles are arranged, each size separate, up to the largest garments. In the arrangement of suits, the same method is followed. This system means the saving of much valuable time, as a certain garment or suit is produced without having to look over half the stock before the required garment is found.

Men's clothing, including overcoats, suits, fancy vests, etc., are kept on the ground floor. A wide centre aisle runs from the entrance to the rear of the building. On either side, next the walls, are spacious wardrobes. Between these and the main aisles are cases with glass sides and top, in which are kept the suits.

Sizes are kept well together. For example: in one case would be found navy serge suits in the 38 inch size; in another, the 40 inch garments, and so on throughout the entire department. In this arrangement, the largest number of garments can be shown to a customer in the shortest time.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

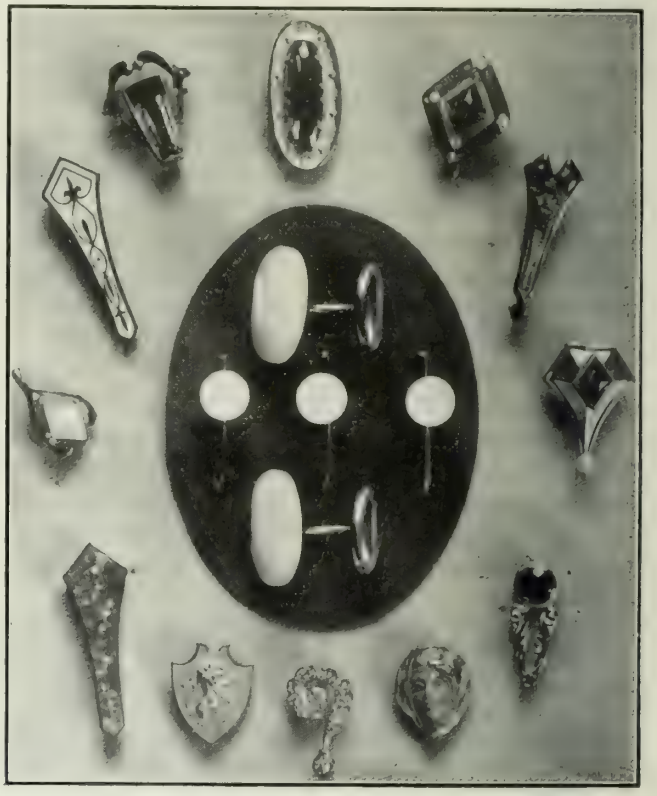
CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED

73 King St. East, - - Toronto



Designs in tie-pins and pearl links and studs for dress wear. Courtesy R. A. Phillips, Toronto.

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Plate No. 11 - Flat Stroke Fancy

- Capitals -

A B C D E F G H I J K L M N O P Q R S T U V W X Y & Z

The flat stroke fancy lettering illustrated here has the elements of Old English, with the absence of the frills It is a speedy letter when carefully practised.

Style and Comfort in a
TOOKE Collar
Made in ½ sizes
For Canadians
2 for 25¢
by Canadian
TOOKE pays No Duty.- See the
Ask your dealer to show y
"VICEROY" with the new
Lock Buttonhole holding the collar
tight together in front.
TOOKE Collars
2 For a Quarter
equal any "imported" Collars sold in Canada at 3 for 50c.
They have the style -They give the wear.
You get FOUR TOOKE Collars for the same price as three "imported".
Made in ½ sizes.
Look for the name TOOKE on every collar.
Gentlemen:
Home Industry.
TOOKE
Collars
are made in Canada, by Canadians for Canadians
Well Dressed Men from anywhere.
2 for 25¢
and made in ¼ sizes.
Look for the name TOOKE on every Collar you buy.
Sold by Leading Men's Furnishing Stores

Samples of the present series of TOOKE Advertisements, 9" x 3 col.

TOOKE Advertising Pays YOU

The strong advertising campaign which we are running throughout Canada for TOOKE Collars helps YOU to make more money—if you co-operate by pushing TOOKE goods.

First, by increasing your sales. As our volume of business is rapidly mounting up, we know TOOKE dealers must be selling more goods as the result of our advertising.

Second, by cutting down your selling expense. It takes far less of your own or your clerks' time to sell TOOKE goods than other lines, because your customers are already convinced by our advertising that TOOKE goods are right in every particular.

Third, by building up your prestige. Nothing does more to establish the high reputation of a store than the featuring of nationally advertised goods of recognized superiority, like Tooke Collars.

WRITE US FOR STORE CARDS AND ADVERTISING ELECTROS

TOOKE BROS., LIMITED, Montreal

COMPLETE STOCKS, INCLUDING MEN'S FURNISHINGS, ARE CARRIED IN OUR WINNIPEG WAREHOUSE, 91 ALBERT STREET

ROWN BROS. LTD
BOOKBINDERS,
STATIONERS, ETC.